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Cleary Tells What Life Insurance Has Been Accomplishing

Shows How the Funds Have Helped Many Basic Enterprises

WASHINGTON, D. C.—M. J. Cleary, president Northwestern Mutual Life, spoke Wednesday before the annual meeting of the United States Chamber of Commerce on "Enterprise Capital." He said that free enterprise is dependent upon an adequate supply of free floating capital and credit. He stated that there is a good deal of useless discussion on communism and fascism, both of which he said are foreign to the American system. The acceptance of one will produce the same results as with the other, he said. President Cleary said that America should be alert and active to the end that foreign "isms" shall not find a place to root here, contaminate or possibly destroy the system that has brought more hope, happiness and opportunity to succeeding generations than any other plan so far conceived. Much has been said and written, he declared, about dangers of private control and restriction on the free flow of capital in this country.

What Life Insurance Money Does

He spoke intimately of the funds in the hands of American life companies totaling \$28,000,000,000, saying "that fund represents the savings—in many cases the sacrifice—of 60,000,000 Americans. While title to it is and must be vested in the companies, it is in fact the funds of these millions. It came from their pockets to provide security for the contributor or his dependents in the vast percentage of cases.

"The way it is managed and the purposes to which it is put are of vital importance to the millions who own it and to society as a whole. The trusteeship of those who manage these funds is one that imposes a heavy obligation. In my opinion that obligation has been recognized and faithfully discharged. That errors of judgment are to be found is not surprising—we who work in that field are human. Wilful breaches of trust are gratifyingly rare.

Where Life Funds Have Gone

"Have these funds flowed freely into constructive public serving enterprises is a proper question to put to us. The question can be answered definitely because actual records are available covering a long period of years. These records will show that capital in the hands of the life companies has flowed into basic, non-speculative, nation-serving enterprises, that this capital has been creative, productive and patriotic in service. That it has flowed freely will be evident from the record of the places

(CONTINUED ON PAGE 9)

Important Changes in Rates, Dividends

Northwestern National Life Announces Revisions in Its Cost Operations

New improved and still further simplified selling tools are placed in the hands of Northwestern National Life field men with extensive changes in rates, dividends, and policy forms.

From the agent's viewpoint, the most important changes were a complete overhaul of rate and data books, underwriting instructions, illustration forms, and other material which he refers to constantly. Simplifying and condensing has resulted in a saving of 1,273 pages of data in his selling kit, without eliminating any essential information or sales help.

Policies with known low persistency, unprofitable to the agent and to the company alike, have been eliminated and every effort has been made to develop policy provisions which will insure persisting policyholders. The guaranteed persistency bonus for policyholders, contained in the new guaranteed premium reduction contracts, is one such provision. The decision to retain its present income settlement provisions in the face of changes by many other companies was also strongly influenced by the fact that these more liberal provisions will encourage income settlement selling—which is both selling that insures real service to the policyholder and selling that notably increases persistency.

Guaranteed Premium Reduction Forms

All policies issued on a participating basis, except term policies and guaranteed income bonds, are also available on a guaranteed premium reduction. The par premium and the first-year premium on the corresponding GPR policy are the same in every case. A GPR form on the whole life preferred risk has been added, and the minimum amount reduced from \$10,000 to \$5,000. GPR forms have also been added on the 20-pay life preferred risk, endowment at 60, and 20-pay endowments at 60 and 65. Par forms have been added for the 30-pay life and life paid-up at 65. Twelve infrequently sold or poorly persisting policy forms have been discontinued.

An important addition to the coverage offered is the family maintenance agreement, a rider by which the company will pay a monthly income of \$10 for each \$1,000 of face amount of the base policy to which the rider is attached, the payments to continue for 10, 15, or 20 years after the death of the insured provided his death occurs within the 10-, 15-, or 20-year term specified in the rider.

Most Rates Are Increased

On some policies premium rates have been decreased slightly. In general, however, rates on par and guaranteed premium reduction have been increased. The increases are in the main nominal, the largest increases occurring on the preferred risk policies and, in keeping with recent changes of other lead-

Program Given for Management Rally

Midwest and Southern Conference May 25-26—General and Groups

The program for the special midwest-southern conference of Life Office Management Association, May 25-26, to be held in St. Louis, has been completed. Hill Montague Jr., secretary of the Life of Virginia, and William F. Hagerman, comptroller Minnesota Mutual Life, are general chairmen. The program follows:

MORNING, MAY 25

GENERAL SESSION

Chairman, Mr. Hagerman.
Opening remarks (9:30) by President Raymond A. Taylor, assistant comptroller Sun Life of Canada.

Welcome—Walter W. Head, president General American Life.

"Our Junior Board of Directors"—Its Organization, Duties and Accomplishments—Harold P. Stebbins, assistant secretary Bankers Life of Nebraska.

"Maintaining Office Records to Facilitate Tax Reporting"—L. D. Ramsey, secretary Business Men's Assurance.

"Adapting Our Accounting to Tabulat-

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ing companies, on those policies which contain a large investment element.

Changes in the dividend scale reflect a complete revision of the basis of computing dividends. Dividends start at the end of the second year and there is an extra 20th year dividend. Due principally to the omission of the first year dividend net costs in the earlier policy years will be somewhat higher than heretofore and ten year costs will be higher, of course, than those shown by companies paying a first year dividend. Twenty year net costs and average annual premium for 20 years will be lower than on the old dividend scale on all except preferred risk policies.

Guaranteed Persistency Bonus

A substantial guaranteed persistency bonus, equal to 10 percent of the 20th year cash value and in no case less than \$30, is payable on guaranteed premium reduction policies at the end of the 20th year or at prior maturity. This bonus, which is guaranteed, is equal in amount to the 20th year extra dividend on the corresponding par policy. It may, at the option of the policyholder, be left to accumulate at interest or applied toward paying up or maturing the policy in the same manner as the GPR's.

Interest Provisions Given

The interest rate currently allowed on dividends and GPR's left to accumulate and on funds left under settlement options is 3½ percent—an excess of ½ of 1 percent on such funds for policies on which the guaranteed rate is 3 percent. No excess interest is payable on funds left under policies which guarantees 3½ percent. Premiums discounted in advance will be discounted on the basis of 2 percent interest. Interest on funds deposited in the premium deposit fund is reduced to 2 percent and interest on policy loans is reduced from 6 percent to 5 percent.

New Gain and Loss Exhibit for Annual Statement Adopted

Blanks Committee of Commissioners' Association Approves Change

NEW YORK—A new gain and loss exhibit, aimed at eliminating possibilities for distortion and other valid objections to the present exhibit, was adopted by the blanks committee of the National Association of Insurance Commissioners at its meeting here Wednesday. All the information given in the old exhibit can be derived from the new form.

The companies are far from satisfied with the new exhibit, feeling that it retains most of the old faults and adds some undesirable features.

Principal criticisms of the old exhibit are that particularly for non-participating business a large spurious mortality gain shows up and an equally spurious loading loss, thus creating the impression that large mortality profits are being made, only to be dissipated by extravagant management; also that a company "profits" from surrender when reserves are released. The present exhibit is also criticised for not separating business according to lines, so that, for example, a large volume of group business may render one company's mortality and loading experience entirely incomparable with another's.

Four Sections in New Exhibit

The new exhibit, superseding both pages of the old one, consists of four sections. The first section, which separates figures by line of business, develops the net gain from insurance operations by taking premiums, interest and other income, then deducting claims and all insurance expenses, including taxes, taking into account increases in reserves during the year. This part of the exhibit follows closely the underwriting section of the underwriting and profit and loss page of the fire and casualty blanks and is like an ordinary business profit and loss statement.

The second section develops the investment profit and loss except for interest, which is shown in the first section. It shows gross profit on sales or maturities, book value adjustments and gains or losses between book value and market or other admitted value.

Third Section Traces Surplus

The third section traces surplus from the end of the previous year to Dec. 31 of the current year by entering profits or losses from the first two sections; by entering dividends to policyholders and/or stockholders; changes in general contingency reserves, or any other unusual items.

The actuarial analysis or proof of reserve from the previous year's end to the end of the current year constitutes

(CONTINUED ON PAGE 7)

Linton Pursues Issue Raised by Ayres

President M. A. Linton of Provident Mutual Life has prepared a new analysis, in answer to a further treatment of life insurance trends on the part of Col. Leonard Ayres of the Cleveland Trust Company, who stirred quite a controversy in his March bulletin by asserting that the public acceptance of life insurance has been declining in recent years. Mr. Linton was one of several life insurance leaders who undertook to expose the fallacies in Colonel Ayres' reasoning.

Colonel Ayres in his April bulletin returned to the subject and presented a new analysis based upon the figures of 40 companies reporting to the Life Presidents' Association. This analysis as well as Colonel Ayres' first statement on the subject, emphasized figures as to new business written. Mr. Linton takes the position that valid conclusions as to the attitude of the public toward life insurance cannot be arrived at by concentrating upon new business data. Life insurance premiums, he said, are paid from the margins of income that remain after vital necessities have been provided for. As these margins have shrunk with the decline in national income, the amount available for premiums has been devoted largely to meeting premium payments on previously issued insurance. Hence the total amount of life insurance premiums paid each year is the best index, according to Mr. Linton.

Ayres Presents Chart

Colonel Ayres presented a chart of total premiums paid taking the figure for 1919 as equivalent to 100. He had one curve showing the trend of ordinary insurance and another curve "other" which is a composite of industrial, group and annuity premiums. The "ordinary" curve rose steadily until 1931. It declined to 1933 and then made a very gradual recovery to 1938. The "other" curve shot forward sharply with the only interruption during 1931 and 32.

Mr. Linton contends that industrial, group and annuity classes have quite different characteristics and grouping them together is not helpful in portraying what took place. For example, he points out, group insurance was just beginning to come into its own in 1919 and the decade of the '20's was characterized by an enormous growth which leveled off after 1929. Then in the depression annuities developed with

startling rapidity and went to a peak in 1935. Increases in annuity premiums and restrictions upon the amount the companies would accept, halted the increase but the volume of annuity premiums still remains large.

Mr. Linton prepared a chart portraying the actual dollar figures. The use of a semi-logarithmic scale shows the relative rates of change of the four types of premium, inasmuch as figures which change at the same rate are represented on such a chart by curves having the same slope. Annuities appear for the first time in 1930 as a separate classification.

Analysis More Revealing

This chart, according to Mr. Linton, portrays clearly what has been happening and does so in a manner more revealing than the chart where 1919 is used as a base and industrial, group and annuity premiums are merged. It shows the rapid rise of group during the 1920's, followed by a slight decline and then a rise to a figure somewhat above the 1929 figure. It shows the rapid rise in annuity premiums to a peak

in 1935, the decline which followed and the trend upward again in 1938. It is interesting, according to Mr. Linton, that this rise should have occurred when talk about the danger of inflation was rife.

The curves for industrial and ordinary premiums show remarkably similar trends throughout the 20 year period, Mr. Linton observed. Whether the high point in ordinary premiums reached in the early 30's correctly portrays what actually happened is a question, he said. The reason is that for several years after the stock market collapse an abnormal number of premium payments were met by borrowing against cash values already accumulated. Hence such premiums did not represent new money devoted to life insurance. These transactions representing journal entries cannot be separately identified.

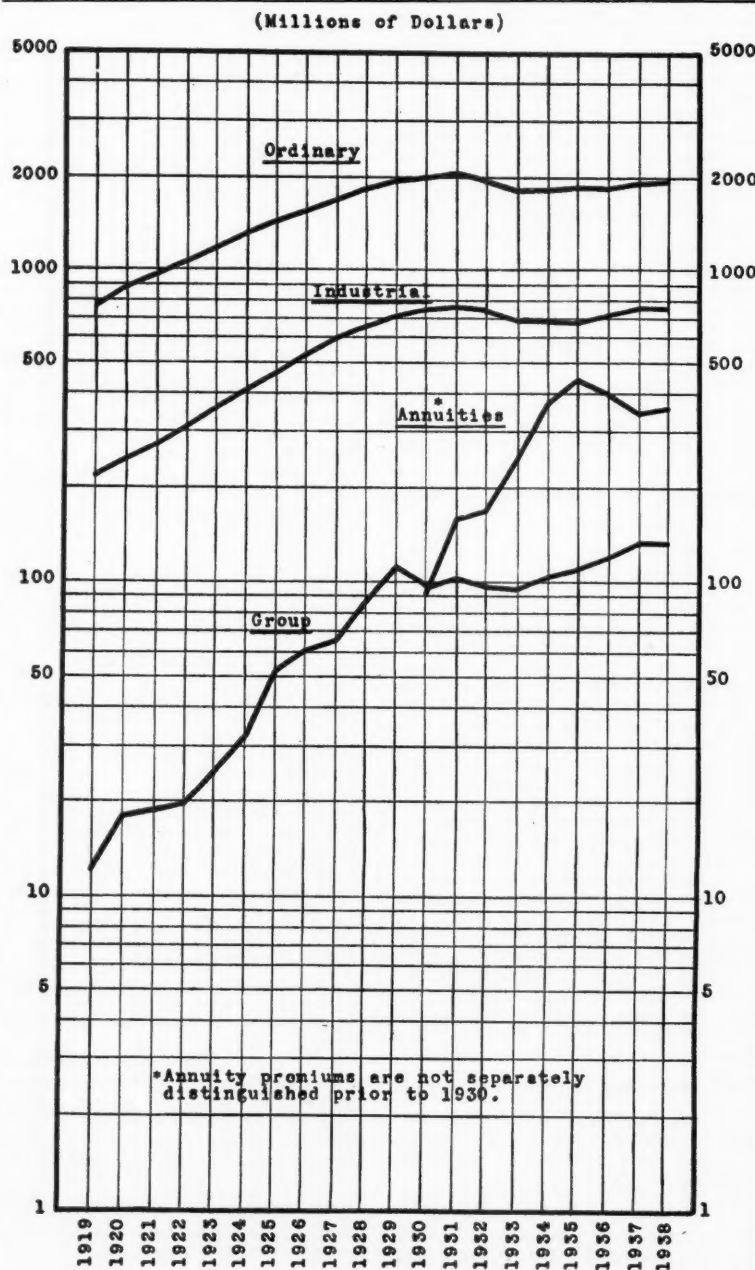
No Such Peak in Early '30's

However, in Provident Mutual, there was no such peak in the early 1930's in the insurance premium receipts, excluding annuities, computed on a cash basis. Although Provident Mutual's insurance

premium account made up on the prescribed basis rose to a high point in 1932 (rather than in 1931 as in the chart) the net amount paid in cash, after allowing for premiums paid by borrowing against cash values, did not. In fact the 1932 figure has been exceeded in each year after 1933. In 1938 the net amount of cash premiums was 6 percent greater than in 1932.

"All of this," Mr. Linton declared, "goes to show that we are dealing with a complicated subject where even the best are likely to slip. However, I think it is clear that the public appreciation of life insurance remains very high as attested by the large amount of money the public is entrusting to the companies. In view of economic conditions the situation is quite reassuring to those connected with the institution of life insurance. I may also add my own conviction that if a national income of \$80 billion can be achieved in terms of present prices we shall see a great upward surge in the amount of new life insurance purchased by the public."

AMOUNT OF PREMIUMS COLLECTED



Ohio Speaker



MANUEL CAMPS, JR.

One of the chief speakers at the forthcoming meeting of the Ohio Life Underwriters Association at Columbus Friday and Saturday will be Manuel Camps, Jr., general agent of the John Hancock Mutual in New York City, who will talk on "Prospecting."

Revise Illinois Agents Statute

The bill, sponsored by the Illinois department, governing the licensing of agents, brokers and company service representatives, that was introduced in the house last week and in the senate Tuesday of this week, is a complete rewriting of the licensing act that became effective in Illinois July 1, 1936. It contains a number of important changes.

Instead of having all licenses terminated on March 1, the new act provides for staggering the license date for various classes of representatives. The licenses of life insurance agents would expire May 31.

The arrangement is intended to give the license division a more even flow of work throughout the year and this will also result in better service for companies and producers.

License fees are to be reduced by one-half where the license is to remain in effect for less than six months. The present law provides that these are to be paid on a flat annual basis even though the license may have had only one week to run before expiration.

The proposed new act eliminates the provision in the present law for the issuance of temporary 90 day licenses. These have been issued on the submission of a qualification blank on the part of the licensee and an application blank on the part of the company. The department found that this provision has been largely abused, because 45 percent of the holders of temporary licenses never appear for examination. Most of the temporary licenses are issued in the life insurance classification.

The new act also abolishes the solicitor classification. There have been about 3,300 solicitors licensed in the state. Those in this class were licensed without an examination providing they were in the full time employment of an agent. The department found that the provision for licensing of solicitors created abuses.

The new act requires agents and brokers to maintain certain books and records. In the present act there is no such provision. The records that must be kept include name and address of assured, name of company interested, type of coverage given in the policy, inception and termination date of the policy, cancellation date, premium charged, etc.

Cal. Organization Meet June 27

The organization meeting of the California Quarter Million Dollar Round Table will be held June 27 in Pasadena. Candidates are urged to complete the qualifications questionnaires at once. Martin Scott is organizing chairman.

May 5, 1939

John Witherspoon's Committee Swings Into Action

Boost Nashville Leader for Vice-President of National Association

NASHVILLE — Official announcement by the sponsoring committee of the candidacy of John A. Witherspoon for the vice-presidency of the National Association of Life Underwriters has been released by E. T. Proctor, Nashville general agent for Northwestern Mutual Life, chairman of the committee.

Twenty-five members of the Nashville association are serving on the committee. Among others are these state association officials: Houston LaClair, Birmingham, president Alabama association; A. LeRoy Johnson, Jacksonville, president Florida association; Henry M. Powell, Atlanta, president Atlanta Managers association; J. Lee Denson, Meridian, president Mississippi state association; John M. Ehle, Asheville, N. C., president Asheville association, and of Life Advertisers Association Southern Round Table; P. C. Manning, Florence, president South Carolina association; and Lewis I. Held, Richmond, president Virginia state association.

Biography Is Given

"John A. Witherspoon, born in Nashville, Tenn., May 31, 1900, was reared and educated in the south, attending Wallace Preparatory School in Nashville and the University of the South in Sewanee, Tenn.," the committee's brochure sets forth. "After entering the life insurance business in 1923, with the ordinary department of Prudential, he attended the Rockwell school of life insurance at the University of Pittsburgh, graduating in 1924.

"While a personal producer, Mr. Witherspoon was the leading agent in Tennessee, being a million dollar producer for several years. In 1931 he became general agent for Pacific Mutual in middle and east Tennessee. In 1936 he accepted the general agency for this territory with John Hancock Mutual Life, with headquarters at 904 Nashville Trust building, Nashville.

"John Witherspoon has been a member of the National association since he entered the business, his local association having only about 25 members in 1923. Today the Nashville association has a membership of more than 200. He served as president of the Nashville association for two years, during which time he more than doubled the membership of the association. He has served as chairman of many important committees in the local, state and national associations. He is well known as a forceful speaker, and is in demand to appear on life insurance programs and sales congresses all over the country.

Senior Member of Board

"Since first being elected a trustee of the National association at Milwaukee in 1934, Mr. Witherspoon has been re-elected at the Des Moines and Denver conventions, and is now serving his fifth year on the board. This length of service makes him the senior member of the board, other than past presidents."

The announcement of the committee calls attention to the fact that the territory east of the Mississippi and south of the Ohio has not had a major officer of the National association in 20 years. Mr. Witherspoon last week addressed the New Orleans association on "Practical Motivation." He also addressed the association at Alexandria, La. He is

Huge Insurance Day on Treasure Island

SAN FRANCISCO — In recognition of his many years of leadership in the insurance business, J. B. Levison, retired president of the Fireman's Fund group, has been unanimously appointed honorary chairman of the insurance day celebration at the exposition on Treasure Island, June 24. Commissioner Goodcell will be master of ceremonies. The program for the day has been partly completed and almost completely planned. Committees are being appointed in every city in the state.

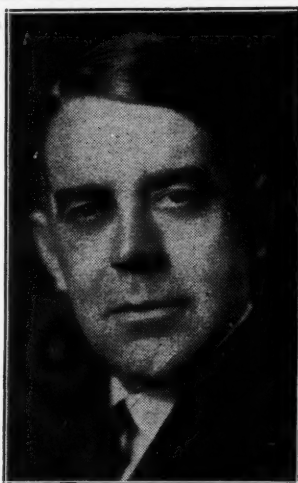
A program of outstanding speakers and special entertainment, part of which will be nationally broadcast according to present plans, is contemplated. The gathering will be held in huge California Hall on Treasure Island from 10 in the morning until noon. Talks will be made by the president of the National Association of Insurance Commissioners and other official representatives of national insurance organizations. Leland W. Cutler, vice-president Fidelity & Deposit and president of the exposition company, and Mayor Rossi of San Francisco will extend welcomes. It is estimated that from 25,000 to 30,000 will attend the ceremonies. All insurance offices in San Francisco will be closed for the day.

In the evening a buffet supper dance will be held. A special dinner will be staged for the visiting insurance commissioners.

Jesse H. Cain, with the new business department at the home office of the Mutual Benefit Life, has rounded out 35 years of continuous service.

scheduled to attend a preliminary meeting of the Missouri state association at Kansas City May 4 and on the following day to address the annual sales congress of the association at Excelsior Springs.

Connecticut Commissioner Is Now Reappointed



JOHN C. BLACKALL

John C. Blackall has been reappointed insurance commissioner of Connecticut for another term of four years. Despite the fact that Mr. Blackall is a Democrat and the new administration is Republican, his value was recognized and the state senate unanimously confirmed his nomination.

Mr. Blackall is a lawyer. He was appointed insurance commissioner four years ago by Governor Cross. He was then completing a term as Democratic state senator.

Mr. Blackall was guest of the members of the insurance committee of the general assembly at a luncheon and it was while that function was in progress that the nomination went to the senate.

Mr. Blackall has been influential in the ranks of the National Association of Insurance Commissioners.

Insurance Not on Monopoly Probers' Pre-Recess Agenda

Likely, However, That Company Men May Testify at Investment Hearing

WASHINGTON—Neither life nor general insurance is included in the calendar of the monopoly committee's hearings which Chairman Joseph C. O'Mahoney has just released covering the committee's agenda to the time of its summer recess, which is scheduled for early in July. When the hearings on life insurance ended Feb. 17 it was indicated that hearings on life insurance would be resumed in approximately another month. It was also thought that fire and casualty insurance would be taken up some weeks later.

The monopoly committee has announced a very compact schedule, continuing with very little interruption from May 1 until recess. It would be impossible to work insurance in without crowding something else out.

One of the most important matters on the calendar is the general subject of savings and investment, to be presented by the Securities & Exchange Commission. In view of statements made by SEC officials at the February hearings on life insurance, it would not be surprising if life insurance investment officials were among those called to testify at the savings and investment hearings, as the SEC is very much interested in private placements of bond issues.

Pendergast and O'Malley Enter Pleas of Not Guilty

KANSAS CITY — T. J. Pendergast, Kansas City political boss, and R. E. O'Malley, former Missouri insurance superintendent, pleaded innocent of a federal charge of conspiracy to evade the income tax, and their trial was set for June 12 before Judge Otis. They appeared before Judge Otis Monday along with Charles V. Carollo and others.

O'Malley has taken a "leave of absence" from his job as director of the city water department.

W. W. Head, president of General American Life, who was subpoenaed two weeks ago, has been excused by the federal grand jury each time he has appeared. The grand jury is recessing this week.

Form K. C. Life Trust Council

KANSAS CITY—The Life Insurance Trust Council was formed here to promote cooperation between trust officers and life underwriters. O. J. Neibel, Penn Mutual, was elected president; E. W. Deputy, City National Bank, vice-president; E. A. Hasek, National Life of Vermont, treasurer; W. H. Guild, Commercial National Bank, secretary; executive committee: E. G. Mura, New England Mutual; H. A. Hedges, Equitable Life of Iowa, C. W. Wiedemann, Sun Life of Canada, and three trust men.

Big Ford Group Is Closed

More than 100,000 employees of the Ford Motor Co. in the United States will benefit through a group life accident and health plan which was closed this week with the Travelers at Detroit. It is estimated about \$150,000,000 of insurance will be involved, making this one of the largest groups ever written.

The Long Pull

Many underwriters shy away from proposing an option settlement that would provide the widowed beneficiary with only a very small monthly income, insufficient in itself for her maintenance. And instead they propose one of two things, either a lump sum or a Salary Continuance—that is a certain sum down for clean-up, and then an income for two years, or three years, or five years, to provide an adjustment period. Experience has shown that a widow to whom comes even a small monthly income with regularity and certainty is able, in very many cases, aided perhaps by some other source of small income, or employment, to make out in supporting herself and her child or children. But, it is evident, no hard and fast prescription will serve in every case, and the careful underwriter will draw from his prospect an accurate statement of what his wife's financial circumstances and needs would be if occasion arose.

The long provision, though small, should always be made when circumstances clearly indicate that its amount can be made to suffice.

* * *

THE PENN MUTUAL LIFE INSURANCE CO.

WILLIAM H. KINGSLEY
Chairman of the Board

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Senator Taft Gives Stirring Message in Phila.

Sees Life Insurance As Bulwark Against "Spending for Recovery" Theory

Life insurance as the savior of "the American way," a bulwark against unsound theories of spending our way back to recovery, and a means of warding off a stifling centralization of economic power in the government's hands was the picture painted by Senator R. A. Taft of Ohio, speaking at the Philadelphia Association of Life Underwriters' "golden birthday party to the National Association of Life Underwriters."

The Philadelphia meeting was the opening gun in a series of celebrations which will culminate with the 50th anniversary convention of the N. A. L. U. in St. Louis in September. At 150 other meetings on the same day, life underwriters associations heard Senator Taft either on the NBC red network or through phonograph records. More than 1,100 attended the Philadelphia luncheon.

Praises the Agents

Senator Taft had plenty of praise for the agent, too, though most of this was in what he said after the 15-minute broadcast.

Contrasting present economic theories with those which he termed responsible for this country's success, the speaker said much is heard today about investment by the government and whenever some new enterprise or industry is to be developed those interested rush to Washington to seek government assistance.

"This country has succeeded in a different way," he declared. "Industry and employment have been developed by private initiative, directly or through banks or through life insurance companies, and that's the American way of business progress. Once government sits in in any industry, no matter how small its part, it is likely to be there for good, discouraging further private investment and gradually stifling the industry through bureaucracy, excessive regulation and political control. All others are discouraged from entering that industry through fear of subsidized government competition."

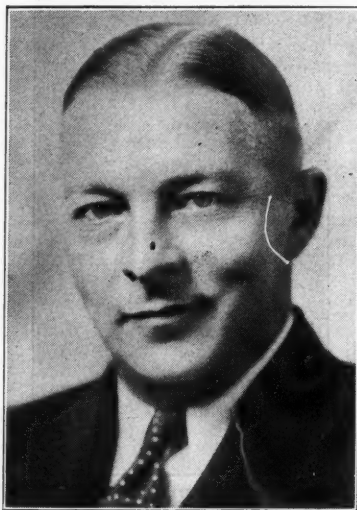
"Investment through life insurance makes our industrial progress free and independent, with the initiative and determination so characteristic of past American growth."

Senator Taft said he hoped insurance companies will invest less money in government bonds and encourage somewhat more, "as they are now doing," the direct development of industry and building. He conceded that life insurance money cannot be invested to any great extent in equities involving risk, where investment today is so lacking, but pointed out that "after all, capital is to some extent a common pot, and the availability of a market for bonds releases other capital to be invested by individuals in more speculative enterprise."

Calling life insurance "the best means of extending a private form of social security," Senator Taft told the agents that "you are the front-line defenders against those who would substitute dependence for independence, charity for self-reliance."

"That this great cooperative enterprise has so constantly grown is due to

Equitable of Ia. Makes Important Change



STEPHEN A. SWISHER, JR.

Stephen A. Swisher, Jr., agency vice-president of Equitable Life of Iowa, has retired from business activities on account of ill health, following an impairment of the heart of years standing.

Ray E. Fuller, superintendent of agencies, has now been placed in charge of the agency department.

Mr. Swisher went with Equitable Life in 1919, after the war. He demonstrated his ability in an advertising and sales promotional capacity. He was elected assistant secretary in 1921 and agency secretary in 1929. Three years later he was made assistant superintendent of agencies and in 1936 superintendent of agencies. In January of last year he was elected agency vice-president.

Mr. Swisher has been keenly interested in inter-company life insurance affairs. He was for some time a member



RAY E. FULLER

and a president of the Insurance Advertising Conference and a charter member of the Life Advertisers Association. In 1938 he was elected a director of the Sales Research Bureau.

Mr. Fuller went with Equitable Life in 1924. Previously he had had some experience in the business. He started as a field representative, then became a supervisor in the Detroit agency, and then a special representative of the agency department. In 1926 he was elected field supervisor and for the next 10 years was on the road most of the time. In 1932 he was elected assistant superintendent of agencies and in January, 1938, he was made superintendent of agencies.

He has had a well rounded experience and he is well qualified to handle his new responsibilities.

the efforts and ability of the American life insurance agent," he continued. "We have seen the principles of thrift and self-reliance abandoned to a large extent in the United States and the only reason that it has continued in life insurance is the aggressive and progressive character of the American agency system. It has sold thrift and individual self-reliance to the people of the United States against every force that was operating against these qualities through the midst of the depression."

Speaking out in defense of salesmanship and advertising, Senator Taft said of life insurance, "no matter that its principles are humanitarian, and that application of those principles produces great good for the individual and for the community, if it is not represented at the court of the consumer it will not be sold." Emphasizing the importance of this angle during the depression years, Senator Taft said that "spend-thrift philosophy has met little organized resistance except from the life insurance agents," a statement which drew a burst of applause.

"I wonder what the condition of many families would be, what it would have cost the rest of us to support those families, if the life insurance agent had failed to seek them out and to divert their thoughts from today's immediate needs to tomorrow's possible emergencies," said Senator Taft. "I wonder how few of these families would have been saved from bankruptcy if there had been no agency system to carry to their doors the benefits of life insurance."

Senator Taft denounced proposals to have the government take over all life insurance, saying that they are advanced by people who are in fact opposed to all individual thrift and saving and all development of private industry through private investment. He pointed out

that "compulsory saving is really not saving at all, but a form of taxation to be distributed as the government sees fit, and almost certainly in the nature of a dole, which is likely to destroy the character of the entire people."

H. J. Johnson, general agent Penn Mutual Life in Pittsburgh and president National Association of Life Underwriters, introduced Senator Taft. P. F. Murray, Penn Mutual, president Philadelphia association, was toastmaster and introduced Mr. Johnson. H. H. McBratney, Provident Mutual, Philadelphia, was chairman in charge of the Philadelphia party. A reception for guests of honor, among whom were many life company presidents, took place at the Union League Club before the luncheon. M. Albert Linton, president Provident Mutual, was chairman of the reception committee.

Comes Close to Bulls Eye on Tax Total Estimate

The family economics bureau of Northwestern National Life was given reason the other day to feel satisfaction in its research technique when the "Washington Review" of the U. S. Chamber of Commerce estimated that the total taxes of the country—federal, state, and local—were nearly \$14.5 billion for 1938. That figure very closely approximates the estimate prepared by the family economics bureau and published last September of \$14,324,000,000.

At that time every other estimate then available was under \$14,000,000,000—most were, in fact, somewhere between \$13,000,000,000 and \$13,250,000,000. Because this figure of \$14,324,000,000 seemed out of line the bureau carefully checked and rechecked it, but each recheck seemed only to verify the fact that it was conservative.

Life Insurance Has Proved Benefactor in Social Security

Stevenson Addresses U. S. Chamber of Commerce Insurance Division

WASHINGTON, D. C.—President John A. Stevenson of the Penn Mutual Life was the life insurance speaker at the insurance division conference of the United States Chamber of Commerce meeting this week. His topic was "Social Security Provided Through Life Insurance." He called attention to the results of the recent Gallup Poll of Public Opinion indicating that 52 percent of those who do the work in the various towns and cities are either on relief or say they would have to apply for relief within six months if they lost their jobs. The Social Security Board's report showed that in 1937 about 64.9 of those 65 years of age or over were dependent on others for support. This is all evidence of how high this problem looms, he declared.

Work of the Salesmen

He paid tribute to the life salesmen whose combined efforts have built security for the people in the form of a life insurance estate larger in extent than the amount of life insurance in force in all the rest of the world combined. He said the 64,000,000 policyholders in this country represent not only about half the population but the number exceeds by almost 10,000,000 the total church membership and by nearly 20,000,000 the figure for the total popular vote in the 1936 election.

In the Curtis Publishing Company survey it showed that the people in the highest income quarter in many cities with average incomes of \$3,129 were putting on the average 7.13 percent of their annual income into life insurance or annuities, while those in the lowest income quarter with average annual incomes of \$493 were using on the average 4.28 percent of their incomes in these ways.

Do Not Show the Breakdown

The companies records, he asserted, show the amount paid under whole life, endowment policies, etc., but the annual statements do not show what proportion of life insurance disbursements have furnished money for the living expenses of families whose income has been cut off by the wage earner's death; what proportion has gone into guaranteed income at retirement age; what proportion has canceled mortgages or financed children's college education; what proportion has paid inheritance taxes or enabled business organizations to continue the function successfully after the death of a key man.

Life Payments, Relief Figures

Last year, President Stevenson said, the total payments of life companies to policyholders and beneficiaries, amounted to about \$2,600,000,000. During this same period the total of all public relief payments amounted to \$2,995,705,000. It is impossible to look at these sets of figures, he added, without realizing how vastly greater would have been the need to be served through public assistance had it not been for the steady stream of funds flowing out from the insurance reservoir. Since 1933, the total payments to policyholders and beneficiaries has been \$15,700,000,000. Last year life insurance payments included \$100,000,000 disbursed under group policies. There

(CONTINUED ON PAGE 10)

Plans Fight for Colorado Position

West, Governor's Appointee for Commissioner, Will Seek Court Authority

Summers E. West, local agent at Pueblo, has announced that he will institute court action in an effort to establish his right to serve as Colorado insurance commissioner. He was appointed commissioner by Governor Carr but the appointment was rejected by the state senate. Previously the Colorado attorney general had appointed Luke Kavanaugh as commissioner and he is serving. Mr. West has retained V. G. Seavy of Pueblo as counsel. The question as to the appointive power is in doubt in connection with a number of state positions and Mr. West said the governor is determined to thresh the matter out in court and that the governor believes that the best test case is that of the insurance commissioner.



L. J. Kavanaugh

In the event that the supreme court should decide in favor of Governor Carr in this matter, Mr. West's appointment would have to be re-made and classed as an interim appointment, in which case senate approval would probably not be necessary. The provisional appointee, however, would have to pass a civil service examination, the permanent appointment being determined by his standing in that test.

The governor might force Mr. Kavanaugh out of office by vetoing a bill to raise the commissioner's salary. This measure, which provides a \$4,200 salary for the commissioner, an actuary at \$3,000 and two additional examiners for the department, was passed by the legislature before adjournment.

Under the bill the appointments of the actuary and the two additional examiners are specifically allotted to the governor.

Carry Out Desires of Policyholder

The function of a life insurance company should be to see that insurance does what the policyholder intends it to do, said G. F. B. Smith, assistant superintendent of agencies Connecticut Mutual Life, at a seminar of the Charles J. Zimmerman Chicago agency. The increase in life insurance has gone hand in hand with the increased use of options. Selling income through options and for a definite purpose increases the average size of policies.

There are two main objectives in buying life insurance: To create an immediate estate and through income agreements provide for its proper distribution and conservation.

Three possible hazards may upset the agreement:

1. Commutation—beneficiary seeks to get cash.
2. Voluntary transfer or assignment of interest such as for real estate, etc.
3. Involuntary transfer such as attachment of income or balance of principal.

The trustee agreement which is permitted in Connecticut, Illinois, Iowa and Wisconsin protects against these hazards, according to Mr. Smith. The ordinary supplemental contract is a two party, debtor-creditor relationship, while

the trust agreement is a three-party contract including the company, insured and beneficiary. However, trust agreements cannot be employed solely for the benefit of the insured.

Insurance companies have the privilege of consolidating trust funds while banks must keep them separate. This gives the trust funds left with insurance companies greater safety by spreading the investment risk and also provides greater stability as the company is able to guarantee a level rate of interest. Furthermore under life insurance the final distribution is always in cash.

Mr. Smith will visit Fort Wayne, Toledo and Cleveland before he returns to the home office.

A second anniversary seven week

drive for new business has been launched by the Zimmerman agency of the Connecticut Mutual Life.

Mr. Zimmerman announced a training course for new agents. New men with the agency include William O. Cummings, son of O. Sam Cummings, past president of the National Association of Life Underwriters.

Johannsen Heads Nominators

A. J. Johannsen, general agent for Northwestern Mutual in Brooklyn, has been appointed chairman of the nominating committee to select a slate of officers and 12 directors for the National Chapter, C. L. U. The election is conducted by mail and the new of-

ficers are formally installed at the C. L. U. dinner at the time of the St. Louis convention of the National Association of Life Underwriters this fall. The other members of the nominating committee are W. N. Hiller, Penn Mutual, Chicago, and Paul D. Sleeper, general agent of Aetna Life.

Tillman Amicable Life Leader

Clarence Tillman, Corpus Christi, is the new president of the Amicable Life's \$100,000 Club, having earned the honor by his leadership in paid for production. Aubrey H. Frazer, Austin, qualified for vice-president and Inman Roberts, Waco, for secretary.



"SWING UP — SWING DOWN!"

It's the upward swing of life that the John Hancock readjustment income plan assures for families of fathers who own this attractive plan of protection.

Our national advertising in current magazines is bringing this appealing plan to the attention of fathers throughout the country, thus paving the way for the call of our representatives.

In addition, our field men are furnished with a complete set of sales material for use in the interview. Naturally, they find the readjustment income plan a best seller.



JOHN HANCOCK MUTUAL LIFE INSURANCE COMPANY

GUY W. COX, President



A John Hancock advertisement promoting the readjustment income plan.

Romantic Story of Immigrant Who Became a Noted Manager

Monday evening at a banquet at which some 250 were present a romantic story was told of the life of H. C. Hintzpeter, one of the Chicago managers of the Mutual Life of New York, showing the rise of a poor immigrant boy, whose father died and whose mother left Germany when he was 3 years old, brought him to this country, and settled on a farm at Girard, Ia. All the schooling that the boy had was two years in a country district schoolhouse. He had to leave school in order to help support his mother. He worked on a farm and then migrated to Chicago, getting a position as an errand boy at Carson, Pirie, Scott & Company's store. Later he worked as an elevator boy for \$2.75 a week and then got a job as office boy for the People's Mutual Accident of Pittsburgh in its Chicago headquarters. When he was 14 years of age, on May 1, 1889, he became an office boy in the Chicago agency of the Mutual Life of New York with C. H. Ferguson as manager at \$3.50 a week. It so happened that E. A. Ferguson, later Chicago manager of the Union Central Life, hired young Hintzpeter. It was appropriate that H. A. Zischke, present Chicago manager of the Union Central Life, was present at the banquet.

Started As An Agent

Young Hintzpeter later took the rate book, was a success as a salesman, became superintendent of agents in the office when he was 20 years of age, was made superintendent of agents for territory outside of Cook county when he was 21 years of age, became associate manager of the old Darby A. Day agency in 1907 and was appointed manager of his present agency in 1926, when the Mutual Life divided the Darby Day agency into four distinct parts.

Vice-president G. A. Patton from the head office brought out the fact that Mr. Hintzpeter's agency is the second largest one of the Mutual Life. The company, he said, has never had another manager who has spent 50 continuous years with the company. No one else in its organization has made such a remarkable record. Mr. Hintzpeter has the largest agency of any company in Chicago. When he took charge the company gave him a quota of \$8,735,400 for the first year. The result he recorded was 184 percent. In 1938 his agency was assigned 3 percent of the entire quota of the country. It produced 434 percent. Mr. Patton brought out the fact that Mr. Hintzpeter always aimed to exceed any reasonable quota that was given him.

C. H. Anderson's Record

He also cited the fact that C. H. Anderson, one of the topnotchers in the Hintzpeter agency, had qualified for every field club convention since he has been connected with the company. He is one of the old timers of the Mutual Life organization. Mr. Patton stated that the story of Mr. Hintzpeter's life was one of hard, continuous work. Mr. Patton, who has been connected with the Mutual Life for 29 years, was celebrating the fact that two years ago, May 1, he became superintendent of agents at the head office and shortly thereafter became vice-president in charge of agencies.

Another home office man, G. A. Sattlem, spoke briefly of Mr. Hintzpeter's ability to manage himself and also his men successfully.

Wanted to Be a Great Field Man

N. H. Wiess of the Hintzpeter agency acted as toastmaster and brought out the fact that Mr. Hintzpeter, starting as an office boy, had passed through various posts in the office, getting thoroughly acquainted with clerical work, then he became a salesman, supervisor,

superintendent of agents, associate manager and manager. His main ambition was to become a great field man. He used all his spare time to study and production efforts. He was sent out in Illinois, supervised the outside territory but he desired to become a personal producer and returned to the rate book. His first year's production as a boy was \$128,000 which was a large amount then. Finally he became one of the leading producers in the country.

Dr. W. I. Caughran, pastor of the First Congregational Church of Austin, spoke the invocation. E. C. Hintzpeter, the youngest son of the manager, read a set of resolutions and statements presented on behalf of the home office and the Hintzpeter agency, which he presented to his father. Mr. Hintzpeter's three sons are associated with him in the agency, E. C., E. D., and H. C. III. The first has been associated with the office 16 years, the next 13 and the third six. They are all successful and are mastering the business under a great tutor.

Speakers at the Banquet

Mr. Hintzpeter has 135 full time agents under contract and he has a large number of brokers. Judge F. M. Padden of the Chicago municipal court spoke for the city and pronounced Mr. Hintzpeter a public benefactor. Publisher Emory Thomason of the Chicago "Times," one of Mr. Hintzpeter's policyholders, stated that Mr. Hintzpeter had a great capacity for friendship. He had taught many people, he said, how to live a life.

One of the pleasing speakers was Attorney George I. Haight of Chicago, who, the toastmaster stated, pays the largest premium income of any Chicagoan to the Mutual Life, his program having been built up by Mr. Hintzpeter. Mr. Haight is an expert fisherman but Mr. Hintzpeter never caught a fish. However, Mr. Haight drew a parallel.

Characteristics of a Good Angler

He said, for instance, that a good fisherman is not a pot fisherman. He should be skillful and appreciate the use of skill. Mr. Hintzpeter, he said, has placed himself in the capacity of a trustee for policyholders and he regarded his work as a professional undertaking.

The fisherman, he said, has to be industrious to enjoy the great out of doors and also good and wise companions. He has to exercise energy and patience. He must fish intelligently. A good fisherman, he said, is able to fish upstream when the work is harder. He is not afraid of difficulties. He should always be observant. A good fisherman, he said, is satisfied to fish where he is. He is not looking for new places at all times. In other words, Mr. Haight said, "Do your job now where you are. Mr. Hintzpeter has been 50 years working in Chicago, is still here and is content to work in the Chicago district."

Senator Lewis' Letter

One of the letters read was from the late United States Senator J. Hamilton Lewis of Chicago, who wrote on March 25, acknowledging the invitation to Mr. Hintzpeter's dinner and stating that he would be present if he could.

Mr. Hintzpeter closed the proceedings and kept the audience in a gale of laughter as he recited some of the early incidents of his career. F. G. Gale, he said, is the only agent left in the Ferguson agency when he started who is still living. C. A. Stone, who has been with the Mutual Life for 47 years and is one of the leaders in the Hintzpeter agency, was present. Mr. Hintzpeter stated in closing that the life insurance business was a great vocation because

Boost Ray Hodges' Candidacy for the Secretaryship

Ray Hodges, manager Ohio National home office agency, Cincinnati, has been unanimously endorsed by directors of the Cincinnati Life Underwriters Association for secretary of the National Association of Life Underwriters. J. C. Ben-



RAY HODGES

son, manager home office agency Union Central Life, is chairman of the committee which will advance the candidacy.

Mr. Hodges is now national executive committeeman from Cincinnati and has been very active in local, state and national association activities. He is one of the leading personal producers for the Ohio National, with which he has been associated since 1927. He started in insurance in 1922, after attending Ohio State University and the University of Cincinnati.

Active in Many Associations

Mr. Hodges was secretary-treasurer of the Cincinnati association in 1930 and president 1931-32. He was secretary-treasurer Associated Life General Agents & Managers of Cincinnati in 1930 and president in 1931; vice-president Ohio association and national executive committeeman in 1933. He is a trustee of the National association and chairman of its educational committee and chairman law and legislation committee Cincinnati association. Mr. Hodges is chairman insurance committee Cincinnati chamber of commerce.

agents persuaded men to save their money, to protect their family, to prevent them from losing their money and to provide for the policyholders themselves in days when they need assistance.

There were present the three other Chicago managers, John R. Hastie and Samuel Heifetz, doing a Chicago business, and C. L. Coyner, whose office is in Chicago but who has charge of the outside field. C. E. Brown, manager at Grand Rapids, Mich., was one of the attendants. W. G. Warren, manager of the Chicago Clearing House of Mutual Life, graced the occasion.

Anniversary Sales Congress

Monday morning there was a golden anniversary sales congress held in Mr. Hintzpeter's office with Agent R. B. Mullaney, chairman. The speakers were W. D. Saltiel, former head of the United States Junior Chamber of Commerce, former assistant corporation counsel and former city attorney at Chicago; Judge J. A. Schiller of the municipal court; Vice-president Patton, Superintendent of Agencies Sattlem and Agent Eugene Mullaney. Mr. Hintzpeter also spoke.

Metropolitan Group Seeks to Avoid Rule by C. I. O.

Seventy Percent of Agents in N. Y. C. Area Appeal to Labor Board

NEW YORK — On the heels of the New York court of appeals decision that Metropolitan Life must bargain with the C.I.O. industrial agents' union in the New York City area has come a petition from 1,736 agents or more than 70 percent of the Metropolitan agents in this area, to the New York state labor relations board protesting against being represented by the C.I.O. union which won the election more than a year ago and whose one year appointment by the board as bargaining agent would routinely have expired last week.

The petitioning agents ask for a new election on the ground that within the last year "the mental attitude of the majority of agents has been seriously affected through the disturbances caused by the organizers of the Congress of Industrial Organizations, through their various misrepresentations and disruptive tactics."

Action Still Pending

According to R. T. Seward, general counsel of the labor relations board, the petition is still pending but he said that such a petition, supported by so large a percentage of the agents in the bargaining unit would certainly carry much weight with the board. He said that there are, however, several technical angles, such as the fact that there are pending charges of unfair labor practices already made by the C.I.O. union which have not yet been disposed of because of the case being in the courts until recently; and also the question as to the C.I.O. union's appointment having expired, since it was not fully effective during the time the matter was being litigated.

However, the certification of a bargaining agent for a one year period is more or less a rule of thumb designed to keep employees from shifting about from one union to another in the early and sometimes confused stages of organization. Consequently the board is able to hold a new election any time it feels that the existing bargaining agent no longer represents the majority of employees in the bargaining unit.

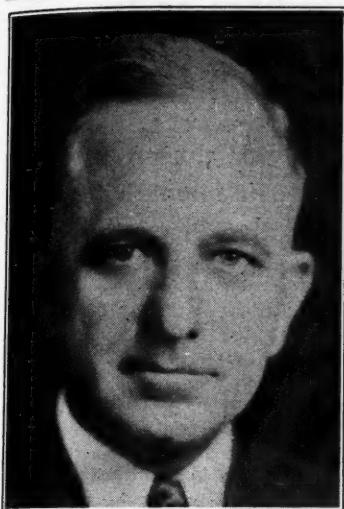
Tomlinson Made Assistant Superintendent of Agencies

T. H. Tomlinson, agency manager of the Bankers Life of Iowa in St. Paul, since 1934, has been named an assistant superintendent of agencies and will take charge of its sales training course. He has made a brilliant record with Bankers Life since joining it in 1925. As a member of its Madison, Wis., agency, he was a million dollar producer his first full year in the business—1926—and repeated that performance in 1927. In 1928, he was made supervisor of the Madison agency, in 1931 went to Detroit as assistant manager and was promoted to manager in St. Paul Nov. 1, 1934.

He had been prominent in the educational field before entering life insurance. He received the C.L.U. designation last June, and the past winter taught in a C.L.U. course in St. Paul.

Company reports, policy facts, rates and values all covered completely in the 1939 *Unique Manual-Digest*, \$5. National Underwriter.

Boost San Antonio Man for National Trustee



O. D. DOUGLAS

The directors of the San Antonio Association of Life Underwriters have voted to sponsor O. D. Douglas as trustee of the National Association. Lucien Jones, president San Antonio association, has named O. P. Schnabel chairman of a committee to be known as the "O. D. Douglas for Trustee" committee. Mr. Schnabel will have on his committee, besides President Jones, all past presidents of the San Antonio association and a sub-committee consisting of the past presidents of the Texas Association of Life Underwriters.

In presenting Mr. Douglas as candidate, President Jones stated he has held all offices in the San Antonio association, is president of the San Antonio Life Managers Club, immediate past president of the Texas association and in 1938 he served the National association as chairman of the committee on nominations. He is now serving on the executive committee of the general agents and managers' section of the National association and as a member of the committee on local association administration.

Mr. Jones stated that Mr. Douglas has given much time to association matters and is particularly qualified to represent the southern part of the United States. He further stated that the nearest trustees to San Antonio at present are: Los Angeles on the west, 1,424 miles; Denver to the northwest, 996 miles; Kansas City to the north, 824 miles, and Nashville to the northeast, 941 miles. The members of the San Antonio association feel that the southern associations should be represented on the national board and that Mr. Douglas should receive that honor.

Exhibit for Annual Statement Adopted

(CONTINUED FROM PAGE 1)

Section 4. This section breaks down business by lines, although Sections 2 and 3 give only aggregate figures. By combining information in this section with that in the other sections all the material in the existing exhibit may be obtained. For example, what is now given as the mortality ratio is obtainable in this fashion, with the important difference, however, that any compiler of figures who terms his result a mortality ratio will have to do so on his own responsibility and will not be giving an "official" figure as in the past.

The subcommittee which has been considering the gain and loss exhibit for the last year rejected suggestions that a modern mortality table would eliminate the evils of the old exhibit, holding that a new table would itself be out of date by the time any great volume of Ameri-

can Experience business had disappeared from the books.

R. O. Hooker of the Connecticut department was chairman of the subcommittee, which had the cooperation of joint committee of the Life Presidents Association and the American Life Convention headed by H. P. Hammond, actuary Travelers.

Schedule A of the life blank has been altered so that properties acquired by foreclosure during the year must be listed individually rather than being lumped in two categories, one running up to \$10,000 and the other above \$10,000. A suggestion that properties held for five years or more be similarly listed individually was not adopted, since it was felt it would cause undue clerical work at home offices, although the committee felt it would be desirable to have all properties individually listed.

Companies will be also required to list individually properties sold during the year, except those sold under contract of sale, which may be lumped together.

Pages 2 and 3 of the fraternal blank were rearranged and will follow more closely the life blank pattern.

Interesting Figures for Three Months

SPRINGFIELD, MASS.—The magnitude of the life insurance business may easily be misunderstood by the man who opens only one eye and views the assets and the income but does not open the other eye and consider payments made to living policyholders and to beneficiaries. This thought was expressed by B. J. Perry, president Massachusetts Mutual, at a meeting of directors.

During the quarter premiums received were \$16,952,176 and annuity premiums were \$2,966,656, death claims of \$4,223,431 were paid, and matured endowments were \$1,051,526. The mortality was 50.2 percent. Dividends of \$2,946,288 were paid, an increase of \$36,172 over the corresponding period a year ago. Cash values paid amounted to \$2,663,433.

New life insurance was \$50,119,432, increase \$16,057,358 or 47.1 percent over the first quarter of 1938. March 31 the company had in force 509,441 policies for \$1,953,131,407 of life insurance, in addition to annuities. The in force gain for the period was 4,836 policies, of \$21,371,270.

Expense Ratio Lower

A commendable expense ratio is shown. Expenses including commissions and taxes were but 16.36 percent of the premium and interest income for the quarter, against 17.63 percent a year ago. Assets show a gain of \$9,522,314.

During the period bond purchases were \$20,353,726 showing a yield of 3.5 percent. New mortgage loans made were \$1,142,980 with a yield of 4.46 percent. New policy loans amounted to \$1,999,988 but the account shows a decrease of \$1,283,120, \$3,283,108 having been paid against policy loans, in cash and through surrender, lapse and death claims.

The interest exhibit shows delinquent interest less than 1 percent of the principal book value of the assets included.

The investment portfolio shows the following:

	Percent
Mortgage Loans.....	\$106,200,472 16.57
Premium and Policy Loans.....	77,402,365 12.08
Railroad Bonds.....	98,665,389 15.39
Government, State and Municipal Bonds.....	101,630,925 15.86
Public Utility Bonds.....	151,036,891 23.57
Public Utility Stocks.....	495,416 .08
Miscellaneous Bonds, and Stocks.....	28,896,356 4.51
Real Estate.....	67,001,410 10.45
Cash.....	9,591,638 1.49
Total.....	\$640,920,862 100.00

Buffalo Chapter Elects

E. S. Murphy has been elected president of the Buffalo C. L. U. chapter; A. L. Beck, vice-president, and Spencer Hickman, secretary-treasurer.

WE'RE GLAD THEY CAME....

Recently we had the honor to provide our auditorium for the annual sales congress of the Tennessee Association of Life Underwriters.

It was a great meeting. Max Fisher was here, and Holgar Johnson and Grant Hill . . . and some 300 of the finest looking fellows we have ever seen.

Looking them over, and realizing that there are more like them in 47 other states, we are stronger than ever for the American Agency System.

The
NATIONAL LIFE AND ACCIDENT Insurance Company, Inc.

C. A. CRAIG, Chairman of the Board C. R. CLEMENTS, President

HOME OFFICE NATIONAL BLDG.
NASHVILLE TENNESSEE

New Home Office Records are Building Up Rapidly

NEW YORK—Because of improved methods of getting information, new records at life company home offices have been building up rapidly in the last few years, including much information that a few years ago would have seemed unnecessary, W. P. Barber, Jr., secretary Connecticut Mutual Life, observed in his introductory talk at the Life Office Management Association's eastern special conference on planning policy records for current needs and future growths.

Mr. Barber remarked that these conditions were fostered by business being harder to get, which made companies more interested in taking advantage of the advances in office equipment, which he said had been very rapid in recent years. In addition there is the element of added service to policyholders, he said, the net result of added detail work being that an occasional review of policy record methods is advisable.

Monopoly Sidelights

An interesting sidelight on the recent monopoly hearings on life insurance was brought out when W. C. Damuth, planning supervisor, Home Life of New York, mentioned that at the time of the hearings one company considered installing a high speed addressograph system printing addresses in small type to mail ballots and proxies to policyholders.

Mr. Damuth discussed a novel use of addressograph plates for writing record cards, saying that it costs no more and is perhaps less expensive than using hectograph duplicates. He said that it had been possible to utilize standard addressing plates and frames throughout except for a few special frames, which were easily made out of standard materials.

Uses of Visible Filing

Also discussing policy records and related routines, H. C. Brinckerhoff, Jr., Connecticut General Life, described the pros and cons of the Kardex visible filing system, saying that the advantages outweighed the disadvantages, particularly if ingenuity were used to utilize the system's best points and minimize the less desirable features. He suggested stapling the cards where practicable to prevent their removal and to keep to a minimum the number of people working on the cards. He also suggested using a filing order that best meets all requirements.

Other speakers at this session were Leo E. Kuehn, Massachusetts Mutual Life and C. E. Schneider, National Life of Vermont, who summed up the morning's session. Mr. Schneider mentioned the Penn Mutual's change-of-age routine and system of tying it in with reminders to the agency and agent and birthday greetings to the policyholder.

Calculating Loan Interest

Continuing the session of policy records and related routines, C. E. West, assistant actuary, Provident Mutual, described the calculation of policy loan interest and preparation of policy loan forms by machinery and said there is a material saving in clerical time and improvement in accuracy. Miss Emily Dickerman, statistician, Phoenix Mutual Life, told of that company's revolutionary step of eliminating renewal record cards through the use of punch cards, thereby eliminating duplicate records and effecting a substantial saving in time. She pointed out that the Phoenix's insurance in force had increased 20 percent since 1928 whereas actual payroll and machine costs were \$2,500 less in 1938 than in 1928.

W. C. Mahoney, Connecticut Mutual Life, said that his company had gone a considerable distance in the same direction, the renewal card now being more of a history card. In connection with the Phoenix's elimination of the renewal cards Mr. Mahoney pointed out that the

"radical idea of today may become the conservative idea of tomorrow."

L. R. Jacobus, assistant secretary Mutual Benefit Life, described the use of a master card prepared on a "Ditto" machine and suggested that it would be an interesting subject for study to determine whether this method effected an economy and if so to what extent.

R. A. Mangini, supervisor John Hancock Mutual, described current mechanized methods of producing issue cards.

S. W. Greene, manager insurance department Addressograph - Multigraph Corporation, spoke on the use of metal addressing plates in planning policy records. He said that whether it is worthwhile to use a metal plate in an addressing operation depends on whether the permanency and accuracy offset the cost and longer time consumed in making the metal plate. He pointed out that a strong point in favor of the metal addressing plate is that it can be very readily corrected by blanking out the incorrect letter or numeral and punching the correct one in its place. He said that in some cases where accuracy is vital it pays to use the metal plates where as few as four imprints are to be made.

T. F. Meagher, assistant secretary New England Mutual Life, described the advantages of open shelving for filing application folders. He cited figures on time studies which indicated a substantial saving in time in removing the material and in returning it to the shelves as compared with other types of storage receptacles.

In addition to the general chairman, Mr. Barber, who presided at the first day's session, Morris Pike, vice-president and actuary Union Labor Life, presided at the second morning's session while R. C. Neundorffer, secretary Guardian Life of New York presided over that afternoon's meeting. L. L. Stevens, assistant actuary Penn Mutual Life, summarized the first afternoon's meeting, while L. Z. Richards, superintendent life underwriting division Aetna Life, did the same for the following morning's session.

Boston Actuaries Club to Review Insurance Trends

BOSTON—The quarterly meeting of the Actuaries Club of Boston the evening of May 5, with Henry H. Jackson, actuary National Life of Vermont, as chairman, will be devoted to a symposium on "Insurance Trends." The program includes:

"Developments in the Group Annuity Field," A. M. Price, John Hancock Mutual Life.

"Report of the Special Legislative Committee on Massachusetts Savings Bank Life Insurance," R. C. Guest, actuary State Mutual Life.

"1939 Policy Forms," G. F. Knight, actuary Berkshire Life.

"Current Events in the Insurance Field," E. A. Green, State Mutual Life.

"Problems in Financing a Municipal Contributory Retirement System," H. A. Grout, associate actuary John Hancock Mutual Life.

Stone Has 300% Increase

The Peoria general agency of the Franklin Life has increased its paid production 300 percent during the first year in which Sam J. Stone has been agency manager. The agency now ranks ninth among the company's agencies, whereas it was 34th when Mr. Stone took it over. Plans are being made for a continued increase, both in man power and new paid business. Before going to Peoria, Mr. Stone was district supervisor at Springfield, Mo., of the Franklin Life for seven years. He is assisted by his brother, W. B. Stone, who is special agent.

Mass. Mutual Has Two New Policies

"The needs of many insurance buyers interested in old age income benefits frequently require, in addition to the retirement income, relatively more insurance during the dependency period of their families than is provided under regular retirement income policies," President B. J. Perry of Massachusetts Mutual, observes in a letter to the field. "The old age benefits available under the social security act have also given rise to a demand for contracts that will provide an old age income supplemental to the federal benefits and that will, at the same time, offer a larger amount of insurance per unit of income than is provided by regular retirement income contracts."

Accordingly, Massachusetts Mutual announces two new policy forms affording old age income benefits, with a ratio of insurance coverage substantially higher than that provided by the retirement income form. These are designated special retirement income policy and life policy with elective settlements, paid-up at age 65 (or 60).

The S. R. I. policy provides for each \$2,000 of insurance, a life income (120 months certain) of \$10 per month commencing at age 60 or 65 as elected at issuance. The larger proportion of insurance payable under this policy as compared with the retirement income form makes it especially suitable for applicants who desire a substantial amount of insurance as well as to supplement the monthly income provided by the social security act.

S. R. I. follows the regular retirement income form very closely. Elective settlements, similar to those provided in the retirement income policy, are available under the new contract in lieu of life income; and dividend accumulations or paid-up additions purchased by dividends may be used to increase the monthly income payments.

The maximum age at which this policy will be issued is 50 for the form maturing at age 60, and 55 for the policy maturing at 65.

The minimum amount for which the S. R. I. will be issued is \$2,000.

The other new contract is an adaptation of the regular limited payment life policy, the principal modification being in the revised first policy page which will show the following options at the end of the premium paying period as elective settlements.

1. The cash surrender value.
2. The monthly income provided by the application of the cash value under option "C" 10 years certain.
3. The monthly income provided under option "C" no payments certain.
4. A joint and survivor monthly life income (two-thirds to the survivor) payable to the insured and a designated beneficiary for an amount specified in the contract.

The usual continuance of the contract for fully paid-up insurance for the face amount, without medical examination, is, of course, granted at age 60 or 65 if none of these elective settlements is taken. The premium rates, dividends and cash values per \$1,000 of insurance are the same for men and women, but the amount of income will vary with the sex.

The minimum limit for the special paid-up at age 65 form is \$2,500, and \$3,000 in the age 60 form.

Massachusetts Mutual will continue to write its regular life paid-up at age 60 (or 65) policies, with its customary minimum limit of \$1,000.

Minnesota State Meeting

The annual meeting of the Minnesota State Life Underwriters Association will be held in St. Paul, at the St. Paul hotel, June 15. Holgar J. Johnson, national president, will be the speaker of the day at a luncheon at noon. In the morning the annual meeting of the association will be held, with the election of officers.

Sees Insurance Purchase as True Financial Index

Holgar Johnson Says New Measurement Exists of Relative Prosperity

"Life insurance has supplemented the stock market as the truest index of America's fundamental business progress," Holgar J. Johnson, president of the National Association of Life Underwriters, told members of the Ohio state association, meeting for their annual convention here. Mr. Johnson spoke at the banquet for local and state officers.

"The stock market, banking trends and other media that have been popular in the past as indices of the relative prosperity of America have lost their significance as yardsticks because they are no longer close enough to the people," he continued. "Fluctuations or sudden changes may be caused by forces that have relatively little to do with American business, and for the most part affect it but obliquely."

Conditions Are Bettered

"On the other hand, the story of life insurance and the money put into life insurance should mean something of the utmost significance to every American business man. People buy life insurance for two reasons: they have the inclinations of thrift and protection, and they have the money. When the graph of life insurance investments points up, those two factors predominate, and the general condition of the country is being bettered, no matter if stock markets and bank trends are undergoing momentary fluctuations."

The amount of volume sold is nowhere near as significant as the amount of money that is being put into life insurance throughout the country, he declared.

"This is not an artificial basis of comparison thought up by companies to make sure there will always be a silver lining somewhere. A client might buy \$2,000 of retirement income insurance, for instance, for the same amount of money for which he could buy \$10,000 of term. If he chose to buy the retirement income, would you say that life insurance was slipping, or that life insurance was going to the dogs, because there was \$8,000 less of insurance in force? The all-important investment element has been lost sight of."

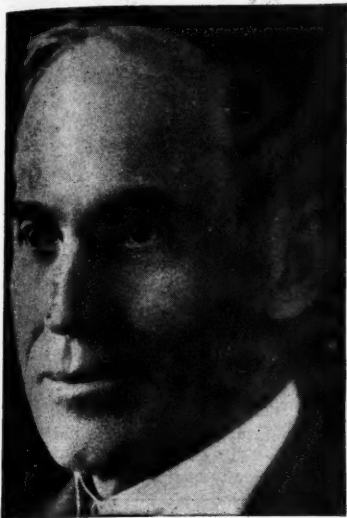
The graphs of life insurance, he said, show that Americans are putting more money in life insurance today than ever before, and "this indicates that they are showing just as profound a faith in the institution and in the virtues of saving as ever."

Seeks Exchange of Information

A. W. Mason of Lincoln, secretary of the Insurance Institute of Nebraska, is undertaking to create an exchange of information with other similar organizations in other cities. The Insurance Institute of Nebraska consists of executives of Nebraska companies and it has proved to be a worth while organization. Mr. Mason desires to get in touch with other organizations of home office representatives, actuarial, accountancy, etc., in other towns or cities. Mr. Mason is associate actuary of Lincoln Liberty Life of Lincoln.

F. J. Tokanos, with the Colonial Life in Jersey City, has been promoted to assistant manager at Asbury Park, N. J.

Retires from Active Service After 34 Years



W. J. SHAW

W. J. Shaw, veteran official of the American National of Galveston, has retired from active duties after 34 years of service. He relinquished the title of secretary at the last annual meeting, but will retain the honorary title of vice-president.

Cleary Tells of Accomplishments

(CONTINUED FROM PAGE 1)

and purposes to which it has gone. The varying needs of the country over the years have governed its flow. Because of the kind of money that it is; because of the purposes for which it has been accumulated and because of the legislative control imposed it has gone into non-speculative and non-promotional projects.

Gone Into Basic Enterprises

"It has gone into basic enterprises. Billions of it have gone to finance the development and maintenance of American agriculture. Other billions to develop, maintain and expand the transportation and communication facilities of the nation. Other billions to finance educational facilities, streets, highways, water supply, sewers and other services necessary to the life, the health and the comfort of the people. Vast sums have gone to power, light and fuel, to provide homes and business buildings. Governments too—federal, state and local—have drawn heavily upon these funds to finance their needs. In war and peace these funds have been responsive to these needs.

"That it has been free flowing and responsive to national needs is established by the record. These records show that when a national transportation system was in the process of development life insurance funds in great volume went into railroad bonds. They show also that in the era of agricultural development and expansion the major flow went to that industry. When the cities of the nation needed capital to finance their development—industrial, commercial and civic—life insurance funds were available to private and public borrowers. In more recent years when the great utility development spread over the country, life insurance funds in increasing volume went to finance it."

C. F. Williams, president Western & Southern Life, is back at his desk after an absence of two weeks. He became ill shortly after opening the managerial conference in Cincinnati and was ordered to take a rest by his physicians.

Management Meet Program Completed

(CONTINUED FROM PAGE 1)

ing Equipment"—Jack L. Batchler, controller Kansas City Life. Luncheon.

AFTERNOON, MAY 25

ORDINARY SESSION

Chairman, T. A. Murphy, secretary mortgage loan department Lincoln National Life.

"An Application of Needlesort and Pegstrip Methods to Agency Production Records"—A. R. Roberts, planning department Bankers Life of Iowa.

Discussion. "Budgetary Control as Applied to Life Insurance Companies"—

"General Principles and Applications," L. A. Smith comptroller General American.

"City Real Estate Operations," Henry Chadeayne, secretary General American Life.

"Farm Real Estate Operations," R. C. Johnson, assistant comptroller Union Central Life.

INDUSTRIAL SESSION

Chairman, Mr. Montague.

"Use of Mechanical Equipment for Maintaining Agents' Accounts—Accounting Machines, Punched Cards," J. C. Smith, assistant secretary Life of Virginia.

"Industrial Claims—Death, Disability, Accident and Health," Millard N. Diehl, secretary Sun Life of America; and E. C. Rockafellow, manager industrial life, accident and health claim department Washington National.

"The Trail of the Lonesome Claim," S. M. Wells, manager of claim department Life & Casualty, Tennessee.

Association Banquet—Norwood Hills Country Club.

MORNING, MAY 26

GENERAL SESSION

Chairman, Ralph W. Beeson, secretary Liberty National Life.

"Accounting and Billing Routines for Salary Savings," R. A. Taylor, assistant comptroller Sun Life of Canada.

Discussion.

"What are Others Doing?" An informal discussion of varied subjects of general interest to life companies.

Led by the chairman, and selected panel.

1. Mailing annual statements to Policyholders, types of statement, how mailed, etc.

2. Premium billing, monthly policies, joint life policies, etc.

3. Maintaining policy loans records and posting of interest.

4. Commissions—Death claim settlements, automatic premium loans, liens, notes, etc.

5. Communications to policyholders—"Welcome" letter, notification of payments, expires, etc.

6. Signature requirements: (1) Application for loans, surrenders, etc., (2) Policy changes—addressing, mode of payment, beneficiary, etc., (3) Annuity checks, endorsements, etc.

7. Premium extensions—number allowed, interest charges, grace periods, etc.

8. Bank service charges. Assignment of policies to banks as security for loans.

9. Refunding small premium overpayments—checks vs. stamps.

10. Compliance with federal and state wage and hour acts—records maintained in home office and branch office.

Luncheon.

AFTERNOON, MAY 26

ORDINARY SESSION

Chairman, Fred H. Eyler, assistant comptroller General American Life.

"Dividend Accounting Routine for Small and Medium-Sized Companies," L. J. Larson, comptroller National Guardian Life.

Discussion. "Simplified Filing of Policy Records," Floyd G. Short, agency secretary Franklin Life.

"Organizing physical factors of branch office operations—Renting space, office layout, control of furniture and equipment," A. G. DeVaughn, office service division Retail Credit Company.

Discussion.

INDUSTRIAL SESSION

Chairman, Kenneth Mullins, assistant vice-president Washington National.

"Use of 'Recordak' for Industrial Rec-

ords," H. D. Bozeman, personnel and planning department National Life & Accident.

"Alphabetical Index of Industrial Policyholders," Gilbert C. Clark, assistant actuary Equitable Life of D. C., and H. U. Duebler, manager insurance records division Remington-Rand.

"Industrial Non-Forfeiture Values—Office Routines, Records, Notifying Policyholders," Joseph J. Hess, secretary Knights Life.

Informal discussion.

Banquet Concludes Bureau School at Atlantic City

The first Sales Research Bureau school in agency management for 1939 opened in Atlantic City concludes a two weeks session this week. Over 30 general agents, managers and home office officials representing 15 companies in the eastern states and Canada were registered.

B. N. Woodson is director of the school and other members of the bureau staff assisting him were L. W. S. Chapman, L. S. Morrison and Ward Phelps.

On May 5 a graduation banquet will be held and alumni located in the east will attend. The recently organized Metropolitan Alumni Chapter, of which William H. Bender, Jr., general agent National of Vermont in New York City, is president, is planning to have a large delegation from New York City.

The bureau will conduct two more management schools in 1939, at Chat-

Excelsior Springs "Ad" Meet Program Is Completed

Program for the North Central Round Table meeting of the Life Advertisers Association, which is to be held at the Elms Hotel, Excelsior Springs, Mo., May 11-12, has been completed. J. C. Higdon, vice-president of Business Men's Assurance, is chairman.

The meeting will open with a luncheon at which time W. T. Grant, president American Life Convention and the Business Men's Assurance, will speak on "Paving the Way to Better Public Relations." Business session will open in the afternoon and John H. McCarroll, president Life Advertisers Association, will talk on the association and its activities. A round table will follow covering direct mail, printed material, sales promotion, conservation and contests. E. E. Kirkpatrick, superintendent of agencies Ohio National Life, will talk on "Institutional Advertising." Following dinner in the evening special entertainment will be furnished.

The Friday morning session will begin with a talk by W. T. Plogsterth, director of publicity Lincoln National Life, on "Outdoor Advertising," followed by informal round table discussions on advertising, publications to agents and policyholders, annual statements and conventions.

tanooga, Tenn., from June 12-23, and at Chicago from July 17-28.



It pleased me very much to hear that my agency led all others in paid life business during the first quarter of 1939. It is especially gratifying to earn this position just before we celebrate our fifth anniversary . . .

I credit a large part of our success to the steadily increasing appreciation of Columbian National contracts and service by members of the insurance fraternity and the buying public.

Sincerely yours,
* Thayer Quinby
General Agent

From an actual letter written to the Home Office by
* General Agent Thayer Quinby of Boston

This is one of a series of advertisements intended to show some of the reasons why its fieldmen like

The COLUMBIAN NATIONAL LIFE INSURANCE COMPANY
A NEW ENGLAND INSTITUTION
HOME OFFICE BOSTON - MASSACHUSETTS

Life Insurance Has Proved Benefactor

(CONTINUED FROM PAGE 4)

are 20,000 insured groups in the country affording protection to more than 7,500,000 employees.

Present day conditions, Mr. Stevenson asserted, have brought the question of old age security so much to the fore that the retirement age of 65 has come to have almost as definite a connotation in the public mind as a time for which financial preparation should be made as the legal age of 21 is looked on as the time for which some educational preparation is desirable. By making the people of this country retirement-income conscious and by bringing the question of dependency into the limelight, the speaker said that the government's social security program has had a tendency to increase rather than decrease the social security, which the people through voluntary life insurance plans have provided for themselves.

Effect on Nation's Security

The really important question, Mr. Stevenson averred, is not the effect of the government's social security program on life insurance purchases but its effect on the security of the nation as a whole. The Social Security Board's survey showing that about two-thirds of the people are dependent on others at age 65 or over indicates that voluntary life insurance payments have not solved the problem. It is because of the extremely important part which both private and social insurance must play in helping to solve the problem of economic stability that aside from the life insurance men's interest as citizens, he said, "we, in the insurance world, have a special interest in having the government's plan launched on the soundest and most satisfactory basis possible."

Mr. Stevenson said, "We would be paying too high a price for security under any federal program which by encouraging dependence on the government, helps to destroy the initiative, the enterprise and the self reliance of our people."

Work of Life Insurance

Through war and peace, epidemics and record health years, depressions and prosperity, life insurance has performed according to its promises and it will continue so to perform in the future, he said. There is no reason either why it should not play an increasingly important part in the economic life unless it can no longer count on the safe margins in the investment of its funds and on the possibilities for future sales that have been responsible for its success in the past, he observed.

In the last analysis, Mr. Stevenson said, the future of the life insurance business must be viewed in the light of two important factors.

1. The opportunities for the safe and profitable investment of the savings of the people.

2. Levels of net incomes that will provide consumers with means to protect their families and to provide security for their own old age.

In view of the importance of the problem of economic stability, Mr. Stevenson said, "We need all the help which any instrument or agency can give in arriving at a satisfactory solution. The fact that since their respective dates of organization the life companies of this country have made payments totalling nearly \$47,000,000,000 is the best possible evidence of the contribution that life insurance has thus far made. It can play an even more important role in providing social security in the future if it can continue to operate in the American way."

O. J. Arnold's Address

A potential "recovery fund" of \$750,000,000 in cash lies idle in the hands of the insurance companies, which are eager to invest it in American business and American jobs, declared O. J.

Arnold, in taking charge of the conference.

Another billion dollars in premiums from policyholders and other insurance income becomes available for investment each year; as insurance companies already have a much larger proportion of government bonds than they want, nearly all of this enormous sum also would flow into business channels involving reemployment, if sufficient sound business investments were available, Mr. Arnold pointed out.

Should Tap the Great Reservoir

"Let business leaders again see the road reasonably clear for profitable expansion—let them even become sufficiently confident to undertake the vast amount of replacements of old equipment and old buildings which should be made—and ample funds are available," Mr. Arnold stated. Until business in general can go ahead on a sound and profitable basis, he emphasized, insurance companies must continue to invest largely in government bonds, and keep other vast sums idle, because safety of policyholders' money is necessarily the first consideration.

"During the past ten years idle cash held by life companies has increased from \$113,000,000 to \$750,000,000," Mr. Arnold said, "while their holdings of U. S. government bonds have increased from \$392,000,000 to \$4,551,000,000 in the same period, or from 2.7 to 17.9 percent of the companies' total assets."

Illustrating what the scarcity of new industrial securities and the steady decline in interest rates have meant to the pocketbooks of the nation's 64,000,000 life insurance policyholders, Mr. Arnold pointed out that in the last decade interest earnings on total life company assets have decreased from approximately 5.1 percent to 3.6 percent.

The average \$1,000 insurance policy outstanding represents a share of approximately \$250 in company assets, varying with the type and age of policy; thus, Mr. Arnold stated, the decline of 1½ percent in earnings on the policyholder's equity means an increased cost to him of about \$3.75 per year, in the average case, for each \$1,000 of insurance owned, in the form of decreased

dividends, higher premium rates, or both.

Dedicated to consideration of recovery, the program of the meeting was studded with the names of prominent insurance company officials, called to Washington to report on what their industry felt was necessary for conquest of the depression.

The initial meeting of the chamber, at which awards were made to the winners of the 1938 fire waste and health conservation contests, was marked by an outline by James S. Kemper, Chicago, president Lumbermen's Mutual Casualty, of the reforms which the insurance industry sees as necessary to recovery.

Awards to the winning cities in the fire waste contest were presented by L. G. Purmort, secretary of the Central Manufacturers Mutual Fire. Awards to the winners in the health contest were made by Lee J. Dougherty, vice-president of the Occidental Life.

The three insurance men on the chamber's board of directors were nominated for re-election by the nominating committee May 2, John C. Harding, Chicago, executive vice-president of the Springfield Fire & Marine's western branch as insurance director; S. F. Clabaugh, Birmingham, representing the fourth district, and O. J. Arnold, president of the Northwestern National Life, representing the eighth district.

Regional Rally at Chattanooga

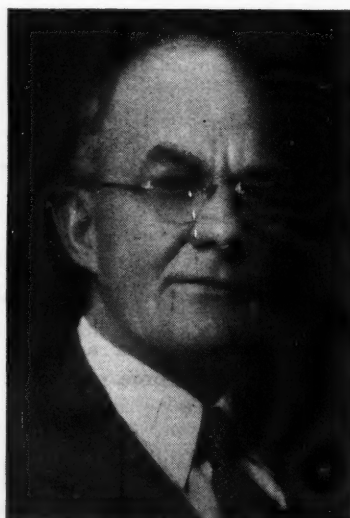
A regional convention of the Massachusetts Mutual Life will be held at Chattanooga, Tenn., May 10-11. About 200 representatives from 15 southern agencies will attend.

Home office representatives will be J. C. Behan and A. T. Maclean, vice-presidents; J. M. Blake, manager field service; C. W. Hall and E. L. Mallon, assistant directors of agencies; Edwin Johnson, manager purchasing and supply department, and Seneca M. Gamble, agency assistant.

Thomas P. Allen of Brooklyn, who holds the record for leadership in delivering policies in 1938, will speak.

John J. Scott was feted the other day upon having completed 50 years in the service of Connecticut Mutual. He received personal congratulations from President Loomis and gifts from a number of office associates. He is supervisor of agents contracts at the head office.

MUTUAL BENEFIT CHANGES



E. D. BALDWIN

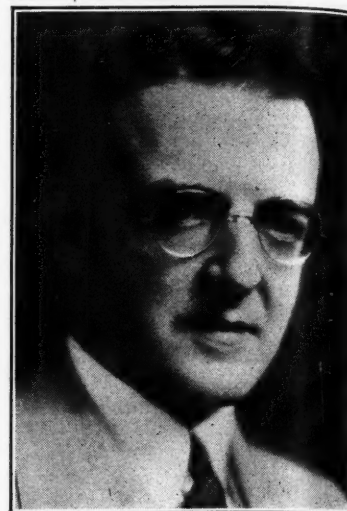
E. D. Baldwin, who becomes assistant secretary of Mutual Benefit Life in charge of the renewal department at the head office, has been with the company since he entered as junior clerk at the age of 16. He has been connected with



L. R. JACOBUS

the renewal department ever since he started with the company. L. R. Jacobus, assistant secretary in charge of that end of the company, who started with it in 1890 as a boy, is retiring after nearly 50 years service.

From Three to Two



PHILIP B. HOBBS

Philip B. Hobbs, Equitable Society manager in Chicago, who is extremely active in association work, is retiring as president of the Illinois Association of Life Underwriters, one of his three key positions. Mr. Hobbs still remains as chairman of the managers and general agents section of the National Association of Life Underwriters and as chairman of the Chicago Life Insurance-Trust Council. Mr. Hobbs will preside at the annual meeting of the Illinois association Friday and Saturday of this week at Joliet.

Acacia Makes Official Changes

Robert Montgomery, heretofore assistant vice-president of Acacia Mutual Life in charge of mortgage loans, has now been elected a vice-president. He is a member of the Washington real estate board and is an authority on mortgage investments. He has been with Acacia since 1927.

Dr. J. R. B. Hutchinson has been made medical director of Acacia. He has been with the company for nine years and has been assistant medical director since 1931. He takes the place of Dr. John B. Nichols, veteran of 37 years with Acacia, the oldest employee in point of service and next to President William Montgomery. Dr. Nichols becomes advisory medical director.

Walter T. Parker, who has been with Acacia 13 years and recently has been in charge of the policy department, has been appointed an assistant secretary.

Samuel E. Mooers, manager of the Washington, D. C. branch, has been elected a director of Acacia. This provides direct representation of the agency force on the board. Mr. Mooers has been with Acacia 14 years, first in the actuarial department, then as secretary to the president, later as company secretary and more recently also as Washington manager.

Hugh Johnson Pittsburgh Speaker

Gen. Hugh S. Johnson will be the principal speaker at the banquet in Pittsburgh May 17 during Pennsylvania Insurance Days. He will talk on "Current Events." Governor Arthur F. James of Pennsylvania will be the principal speaker at the opening luncheon May 16.

Ending 49 years of service, H. R. Feder retired this week as division manager of the western Pennsylvania territory of Prudential, a position he held for 15 years. Friends and associates honored him at a dinner.

VIEWED FROM NEW YORK

By R. B. MITCHELL

FAREWELL LUNCHEON FOR BLOHM

The agency force of the A. F. Gillis agency of the Provident Mutual Life in Newark will tender a farewell luncheon May 15 to W. H. Blohm, supervisor, who has been transferred to the George Shoemaker agency in New York City.

MYRICK AGENCY FIGURES

The J. S. Myrick agency of the Mutual Life in New York City had a paid business of \$1,041,575 for April as compared with \$1,587,546 for April, 1938. For the year to date paid business amounted to \$4,729,171, as against \$6,826,161.

LINTON C. L. U. SPEAKER

M. A. Linton, president Provident Mutual Life, was the guest speaker at the May meeting of the New York City C. L. U. chapter. Mr. Linton discussed several current topics, one of them being the theory of separating insurance from investments from the point of view of the policyholder.

TRAVELERS NEW YORK CHANGES

J. R. Davis, manager of the Travelers' Columbus Circle branch office, New York City, is transferred as manager in the new Radio City office. J. A. Caldwell, field assistant of the Columbus Circle office, is also transferred to the Radio City office in the Associated Press building, Rockefeller Plaza. The Columbus Circle branch has been closed. R. R. Onderdonk, field assistant in the Jamaica, L. I., branch, is transferred to the 55 John street office, and Samuel McConnell, Jr., also a field assistant, is transferred to Jamaica.

HEADS LEGION POST

Col. F. E. Gendron, associate manager of the New York City branch of the Canada Life, has been appointed president of a Canadian Legion post in New York composed of New Brunswick war veterans living there.

RECORDS POPULATION INCREASE

Promptly at the official opening of the New York Fair, a dial began to record the current increase of the population of the United States. The dial adds one more person every 33 seconds. This forms part of an exhibit on population and demography in the Hall of Man, developed under the guidance of Dr. Louis I. Dublin, chairman of the committee on medicine and public health. Dr. Dublin, who is the third vice-president and statistician of Metropolitan Life, personally started the gadget in operation.

NEW YORK LIFE'S HOSPITALITY

For the convenience and edification of its policyholders and others who are in New York City for the world's fair, the New York Life has converted a spacious room on the ground floor of its home office building into an attractive spot where one may see many interesting facts about the company explained in exhibits. There are rest room facilities, also comfortable chairs where the visitors may relax.

Agencies throughout the country have been supplied with courtesy cards which agents are distributing to their policyholders and prospects. Many of these cards have been presented at the home office even though the fair is only in its first week.

NOT MUCH OF A REBOUND

Life companies have not got much of a rebound from the deluge of applications that came in December prior to the changes in option settlement and in some companies in other features, and the cleanup that lasted into the middle of February. Life agents made some good money in this campaign but they

exhausted their prospects. Evidently they have not been able to recover and return to a normal condition. It has taken more time than was anticipated to build up a new list of prospects. Many far seeing executives predicted that certainly by April 1 there would be a reaction and business would be on a more favorable basis. This does not seem to be the case. There are a number of causes that are retarding the advance.

Agency men are getting right down to bedrock with their salesmen, are training them along very practical lines, are insisting on intensive cultivation of the field for prospects and being schooled where to go to get business, how to get it, not next week but tomorrow. In other words, the agency men realize that there is no time for inspirational talks, platitudes, general presentation, but it must be a direct, concrete, definite code laid out.

The Charles B. Knight Agency of the Union Central Life in New York City paid for \$1,556,439 in April as against \$1,258,404 in April, 1938. Total for the year to date is \$8,389,944 as against \$5,132,065.

INDUSTRIAL

Announce Plans for Industrial Meeting

With the exception of Insurance Commissioners Julian of Alabama and Williams of Mississippi and Rucker Agee of Ward-Stine & Co. of Birmingham, all the speakers at the annual meeting of the Industrial Insurers Conference May 18-20 at Edgewater Park, Miss., will be members. The formal business sessions will be ushered in with the past presidents' dinner the evening of May 17. C. A. Craig, chairman of the board of the National Life & Accident, will preside. This will be followed by the annual meeting of the executive committee of which Vice-president H. T. Dobbs, Industrial Life & Health of Atlanta, is chairman.

Three Subjects of Interest

Editor Louis Phillips of the "American Insurer," New Orleans, one of the founders of the conference, will give the address of welcome and the response will be made by C. A. Craig.

There will be three subjects of chief interest at the general sessions: "Improving Public Relations," by Vice-president E. W. Craig, National Life & Accident; "Agency Turnover" and "Company Investments" by other speakers. The Legal Section will have a meeting with General Counsel P. M. Estes of the Life & Casualty as chairman.

The entertainment part will be under the supervision of Chairman W. H. Neeley, Standard Life of Jackson, Miss., who is chairman of the committee. Mrs. J. H. McCary of Birmingham is chairman of the ladies' committee.

The annual golf tournament will be under the direction of President A. J. McAndless of the Lincoln National Life and Actuary George Spring, Industrial Life & Health of Atlanta. Frank P. Samford, president Liberty National Life, is head of the conference and will preside. Raymond Daniel of Atlanta, executive secretary, will present his first report as an official, having been appointed to his office after the last annual meeting.

Honor Kalamazoo Veteran

W. G. Kelley, Kalamazoo, Mich., manager of the Metropolitan Life, was honor guest at a testimonial dinner in

celebration of his 30th anniversary with the company. He has been in Kalamazoo nine years.

A. T. Schussler, superintendent of agencies, was master of ceremonies and main speaker, presenting Mr. Kelley a service medallion. Employees of the district office presented Mr. Kelley a fine gold wrist watch. Others present from New York were S. D. Risley, assistant agency superintendent, and E. H. Smith, agency supervisor.

Marshall and Scott Trade Territories in Illinois

PEORIA, ILL.—S. Stanley Marshall, Peoria, and James B. Scott, Danville, Ill., Prudential superintendents, are trading territories. Mr. Marshall, with Prudential for 31 years, 23 as Peoria superintendent, is now in charge of the eastern Illinois field, with offices at Danville. Mr. Scott, an agent and assistant superintendent under Mr. Marshall in

Peoria for 15 years prior to becoming superintendent at Danville in 1935, has returned to direct Peoria's 70-man staff, one of the largest Prudential agencies in the country.

Mr. Marshall has been prominent in Peoria Life Underwriters Association for more than a quarter of a century. Mr. Scott was president of the Danville Life Underwriters Association when he left that city. Under his leadership, the Danville association now has a membership of 38, largest in its history.

Retired Hartford Manager Dies

R. O. Dunkum, retired Hartford manager Metropolitan Life, died at Daytona Beach, Fla.

Burton at Greensboro Rally

A. M. Burton, president Life & Casualty, spoke at a meeting of 125 agents, managers and superintendents at Greensboro, N. C.



No period in the glorious history of life insurance has produced sturdier companies than were launched in the first decade of the present century.

Born just half a generation ago, as we reckon ages, the Great Southern Life is already in its third generation of service.

While helping others plan their own personal future security, the men who guide the Great Southern have ever been mindful of the destiny of the Company itself.

They are building for generation upon generation yet to come.

We invite inquiries from those who would build with us.

GREAT SOUTHERN LIFE INSURANCE COMPANY

E. P. Greenwood
President

Home Office
Houston, Texas

EDITORIAL COMMENT

Senator Taft's Valuable Utterances

THE FINE THINGS which Senator ROBERT A. TAFT told the Philadelphia Life Underwriters Association about life insurance and the American agency system should do much to offset in the minds of the agents and the public the slurs which self-seeking critics have found so profitable. Handing out taffy is not an unpleasant task and it was not the first time that agents have been publicly told what valuable citizens they are. But Senator TAFT went much deeper than merely getting off the familiar complimentary utterances. His analysis indicated considerable study and his reasoning gave much weight to his conclusion that life insurance is indeed a formidable barrier to those influences which would supplant "the American way" with a philosophy based on having government take over more and more of the functions traditionally handled by private industry.

Close to their own business life insurance men can see support for Senator TAFT's statement that "once the government sits

in in any industry, no matter how small its part, it is likely to be there for good, discouraging further private investment and gradually stifling the industry through bureaucracy, excessive regulation, and political control." Ask any mortgage loan executive what government competition has done to the business of private lending on mortgages.

Necessity, "the tyrant's plea," is always—and sometimes justifiably—advanced as the reason for the government camel sticking its head in the tent door. From then on it is just a question of time until the camel is in and the original occupant is out.

The life insurance business and more especially the American public is in Senator TAFT's debt for the force and clarity of his reasoning on this point. It is a point which should be further elaborated, for it is a matter which should be divorced from political passions and argued on its economic merits.

Need for Intensive Prospecting

Inasmuch as agents made such a heavy drive for business in December, in view of the changes that a number of companies made in their settlement options, their active prospect list was materially reduced. Agents canvassed every man on the list who seemed in a state of mind where he could be closed. When all the settlements were made most agents discovered that available prospects were few in number. It was necessary to build up a new list because during this campaign prospecting was lost sight of.

Hence, many offices now are dealing with fundamentals and during the first part of the year have urged their men to do intensive prospecting along with

their regular work. Much more attention must be paid to prospecting at this time. Some agency generals may question the desirability of these campaigns when changes are put into effect. It certainly gives salesmen a real incentive and objective. Life agents fared better during December than they did the months before. It is a question of how much business could have been closed without the changes being used as a leverage to secure applications.

The last few months have taught us all that a list of live prospects is an essential factor in an agent's well being. Those offices that are wise to the situation certainly need to stimulate very energetic work along this line.

Eliminating Waste in Policies

LIFE companies have found from time to time that there is waste in the issuance of policies for which there is but little demand. Many of these have been put in the rate book because some agent or agents became pressing, probably having come into competition with a rival salesman who presented some particular form. However, when the contract appeared in the rate book there was very little demand for it.

President O. J. ARNOLD, NORTHWESTERN NATIONAL LIFE, in announcing changes in its rate book calls attention to the results of the research carried on by the

company into its experience and margins on each policy at each age of issue and each year in force. Therefore, the company has eliminated those policies on which sales volume was so small that they obviously offered little or no sales opportunity for agents. In the next place, the NORTHWESTERN NATIONAL eliminated policies which because they proved on the whole unsatisfactory from an earning standpoint tended to force rates higher and dividends lower on all policies. By eliminating these and making the proper adjustments in the remaining policies President ARNOLD states

that the company has been able to reduce its net cost to a satisfactory level. President ARNOLD states that policies with known low persistency, unprofitable to the agents and company alike, have been eliminated.

Every once in a while it pays to do some housecleaning so far as policies are concerned. A few become so much rubbish in a rate book. They tend to confuse the agents. Perhaps there are

entirely too many policies in the field now. At any rate in these days of mounting costs and the general desire to get on a more economical basis it would be profitable for companies to make an investigation from their own standpoint as to the value of some contracts that seldom are called for or on account of other factors are not profitable. Doubtless, executives would discover some forms should be discarded

PERSONAL SIDE OF THE BUSINESS

E. W. (Rick) Gale, of the Massachusetts Mutual home office agency department at Springfield, Mass., and Mrs. Gale returned to Chicago last week for a visit and were present at the E. C. Fowler golden jubilee banquet, Mr. Gale having formerly been a supervisor in this agency of the New England Mutual.

The forthcoming visit of Their Majesties King George VI and Queen Elizabeth, and the elaborate precautions taken to insure the safety of their train travel, bring back vivid memories of similar precautions taken for visiting royalty some 38 years ago to S. P. Way, retired assistant to the manager of the Toronto city branch of the Canada Life.

In 1901, Their Royal Highnesses, the Duke and Duchess of Cornwall and York, later to become King George V and Queen Mary, were visitors to Canada. Mr. Way, who was a train dispatcher, took part in the special precautions for the safety of the royal train.

J. F. Trotter, Kansas City manager of Mutual Life, has been elected president of the Crestwood Homes Association in the Country Club district of that city.

Commissioner Read of Oklahoma has left for a 10-day vacation, visiting his "old haunts" in Kentucky, and will attend the Kentucky Derby for the 26th successive year. He will visit his old home at Scottsville, Ky., before going to Louisville.

Claris Adams, president of the Ohio State Life, has been selected to direct the finance campaign of the Columbus Y. M. C. A., May 12-19.

E. C. Klingman, director of agencies Jefferson Standard Life, has just completed a visit to California agencies, including several days with Edward Brown & Sons of San Francisco, general agents for northern California.

George T. Bryson, newly appointed manager at Richmond, Va., of the Sun Life of Canada, sprained a tendon in his leg while returning home from his office and may be laid up for a week or more.

C. B. Richardson, associate general agent Massachusetts Mutual Life, Richmond, Va., and for many years general agent there, was stricken last week in his home. His recovery is considered doubtful.

J. F. Rose, dean of Madison, Wis., salesmen of the Bankers Life of Iowa, was married to Frances K. Lounsbury of Madison.

Neil D. Sills, who retired recently as Richmond, Va., manager of the Sun Life of Canada, was presented a chair

for his home at a banquet in his honor in Richmond. The presentation was made by E. C. Hoy, New Jersey manager, in behalf of 45 United States managers. Mrs. Sills was presented flowers. Mr. Sills also received a plaque certifying that he had served the company as manager at Richmond for 37 years. W. S. Penny, director of agencies, was toastmaster at the banquet. Among the speakers were C. E. Reid, superintendent of agencies; George T. Bryson, new Virginia manager; and Mr. Hoy. Mr. Sills had been actively associated with the company for 43 years.

Charles J. Frisbie, Seattle general agent New England Mutual, who recently returned from a two months trip to Europe, spoke before the Seattle chamber of commerce on "What Europe Really Thinks."

Dr. F. T. Hallam, assistant medical director State Life of Indiana, spent two weeks in California, and with A. J. Hill, California manager, visited the State Life's California offices.

President T. I. Parkinson of the Equitable Society, who underwent an emergency operation for appendicitis some weeks ago, is now at his home and is able to walk around. He makes an annual pilgrimage to Chicago, following April, which is the annual "Par for Parkinson Month." The luncheon is set for May 8. It is not known yet whether President Parkinson will be able to make the trip. This is an annual feature undertaken by the managers of the western department.

The luncheon will be held at the Edgewater Beach Hotel. K. M. Sacks, one of the agency managers, is in charge of the local arrangements.

Because of outstanding work in "president's month" in March, the Reitan-Lerdahl Agency, Madison, Wis., was feted and dined there by Edwin A. Olson, president Mutual Trust Life. Clifford Hill, leading producer of the agency, was guest of honor. There were 55 present including the Stevens Point agency headed by General Agent Walton Murat, which was runner-up in the campaign.

More than 50 attended a farewell dinner in Newark to W. A. White, who retired as New Jersey state agent of the John Hancock Mutual Life. N. C. Liawack, leading producer was toastmaster. Brief addresses were made by C. J. Deiman, vice-president and secretary; J. Harry Wood, manager of general agencies, and Harry Gardiner, general agent in New York City. Mr. White was presented a solid silver pitcher, suitably engraved, the gift of his agency force and

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office staff, and Mrs. White received a bouquet of roses.

Agents of the Lamar Life in six southern states joined in a "Winning Week for Webb," honoring J. Y. Webb, manager for Texas, who has been in charge of the state 15 years. Flowers and cards from the agents showing that they had written \$323,000 of business were presented to Mr. Webb at his home in Dallas.

Secretaries, past and present, have been invited to an outing by H. A. Woodward, manager accident and health department of the Old Line Life of America, and Mrs. Woodward. Of his six secretaries, four are married. The invitation had a unique Woodwardesque touch. Husbands are excluded thus: "You took a good secretary from me. Here is my chance to get back at you. Stay home and take care of the kids."

J. A. Hawkins, formerly manager of agencies of Midland Mutual Life, who has now been elected vice-president, has been with this company since 1922. At that time Midland Mutual had assets of \$6,750,000. Today the comparable figure is more than \$30,000,000. Insurance in force in 1922 was less than \$50,000,000 whereas today it is \$115,000,000. Surplus in 1922 was \$500,000 and today it is well over \$2,500,000. The company will be 33 years old July 2 and Mr. Hawkins has been with Midland Mutual just half that time. Its mortality has averaged 40.2 throughout its history and last year it was 32.12. It gained 2.19 percent in ordinary business sales last year. Midland Mutual has made a gain in assets and surplus in each year of its existence. A net gain of insurance in force was made in each year except 1932 and 1933. The termination rate was but 4.4 percent in 1937 and 5 percent in 1938.

W. M. Eastcott, western Michigan manager Sun Life of Canada, was honored at a testimonial dinner in Grand Rapids in recognition of his 25th anniversary as manager and 39th year with the company. About 70 agents and their wives attended, with a number of home office executives and managers from Chicago and Detroit.

The directors of the St. Louis Life Underwriters Association feted H. H. Cammack at a luncheon, due to the fact that he is being transferred by John Hancock Mutual Life from St. Louis as general agent to Charleston, W. Va., to take charge of the agency there.

R. G. Richards, former agency secretary and advertising manager of the Atlantic Life of Richmond, Va., who is now associated with the Livermore & Knight Advertising Agency at Providence, R. I., received second prize offered by Harold Holt & Co. of that city, general agents Continental Casualty, in the Continental Casualty safety name contest. He was awarded \$50.

DEATHS

C. R. Pierson, who had been appointed field supervisor of the Midland National Life of Watertown, S. D., for Washington and Oregon, died suddenly at Seattle. He left Watertown March 6. He was rejoining the Midland National Life after 10 years absence.

Stricken while on the streets of Pulaski, Tenn., Hollis Williams, 44, with the real estate division of the New York Life at Nashville since 1933, died before he could be taken to his hotel room.

Following a lingering illness, J. A. Coke, Jr., 62, general counsel Life of Virginia, died in Richmond.

John B. Leeth, recently named general agent of the Pan-American Life at Nashville, Tenn., is dead.

William L. Scharles, 62, Kansas City, for 14 years with the Midland Life and before that for many years general agent of the State Mutual, died.

George W. Van Alstyme, traveling

supervisor of the Metropolitan Life in the group division, died in New Orleans from a heart attack. He resided in Norwalk, Conn.

N. P. Beck, 46, former district manager for the Metropolitan at Wausau, Wis., who drowned in Island Lake in northern Wisconsin last November while on a fishing trip, and whose body was recovered when ice on the lake broke up last week, was buried at Kenosha, Wis.

W. Laurence Mason, a representative of the Provident Mutual Life in Philadelphia since 1904, died at his home in Doylestown, Pa., late Sunday night. He died of heart trouble after a distinguished career in which he had consistently ranked among the leading producers of the company. Mr. Mason was the grandson of Charles Mason, who entered the company one year after its inception in 1865. His father, William Mason, also represented the company for 32 years, and now the fourth generation is represented by his son, W. S. Mason.

E. G. Bisch, 48, production manager of the B. J. Dickson general agency of the Occidental Life, and formerly with the home office general agency, died at his home in Los Angeles.

NEWS OF THE COMPANIES

Promotions Made by Occidental Life

LOS ANGELES—The Occidental Life has announced these promotions in its home office personnel: J. L. Kavanagh and W. S. G. Hollies, to be assistant actuaries; A. M. Burke, assistant secretary; H. R. McCorkle, mathematician in the actuary's department; E. V. Hoff, statistician in the actuary's department.

Mr. Kavanagh formerly was actuary of the Guaranty Life of Davenport, re-insured by Occidental. He joined that company in 1931, following his graduation from Wichita University and Kansas State College. He went to the home office of Occidental March 15. Mr. Hollies, a graduate of Alberta University, has been with Occidental for 13 years, most recently as statistician.

Mr. Burke has been assistant manager of the mortgage loan department since 1930, and previously had several years experience in the mortgage loan business in the middle west. He will retain his title in the mortgage loan

department and will take on additional duties as assistant secretary.

Mr. McCorkle, following his graduation from University of Southern California and University of Michigan, joined Occidental in 1930, and has been chief clerk in the department. Mr. Hoff is a graduate of Wisconsin State Teachers College and the University of Iowa. He was with the Royal Union Life of Des Moines when it was re-insured by Occidental in 1937, and continued with Occidental in its actuarial department.

T. A. Lonam Vice-president

T. A. Lonam, superintendent of agencies National Reserve Life of Topeka, has been elected a vice-president.

Royal Highlanders Order Upheld

LINCOLN, NEB.—The district court here holds that Insurance Director Smrha had authority to order the Royal Highlanders, following its transformation from a fraternal to a mutual company to distribute excess surplus reserves, but reserved its decision on whether he was justified in directing

AMICABLE

LIFE BUILDING - Owned by the Company - Free of Debt - - -



29

YEARS of FAITHFUL PROTECTION

No insurance company could continue to operate and grow unless it fulfilled faithfully all promises of service which it is authorized to perform.

The friendly spirit with which the Amicable fulfills its obligations has helped its relations with agents and policyholders.

AMICABLE
LIFE INSURANCE CO.

WACO, TEXAS

The WALRUS



Said

Able life insurance salesman, technician, agency executive, is Frank H. Dickinson, generalissimo of Bankerslife's Buffalo Agency. To unsuspecting friends and associates, he disclosed recently a hitherto well-concealed knack as a librettist when he composed lyrics for a new Bankerslife song which has been taken up with enthusiasm by singing Bankerslifemen everywhere. To the tune of the popular song, "The Umbrella Man," Frank tells of the "Bankerslifeman." Try it yourself:

Bankers Life Insurance—Bankers Life Insurance of I—O—W—A.

Sixty years of progress—sixty years of progress—we're here to stay.

We will write them all—they may be small—they may be big.

And we write them all with what you call a "thing-a-ma-jig."

Bring on a depression—even a recession—we'll show a gain.

On the application—and examination—please sign your name.

We write 'em and please 'em and go on our way.

Singing Bankers Life Insurance is the buy.

Ask your agent, he will tell you why.

Bankers Life Insurance—first—live or die.

—BLC—

What virtue is in 7 as a lucky number? Vice-President Jaeger, Vice-President and Treasurer Fowler, Director of Agencies Winterble, Superintendent of Agencies Lewis and Secretary Mills were all in Car 77 in the wreck of the Union Pacific's crack Pony Express (Train No. 37) on the night of February 24. Well, none was dangerously hurt. Perhaps the Triple 7 helped.

—BLC—

On the desk of Bankerslife president Gerard S. Nollen sits a tiny desk and chair, scale 1/4 inch to the foot. It's a token of something to come—a new life-size desk for his new office in the new Bankerslife Home Office, now a-building in Des Moines. The new desk to be bought later to match other equipment in President Nollen's new office will be the gift of members of Bankerslife's 1938 President's Premier Club. Those top-notchers told President Nollen of their plans when he greeted them at their School of Instruction in San Francisco in February; presented the toy desk and chair as a token of the gift to come.

—BLC—

BANKERS LIFE
DES MOINES
Established 1879 **COMPANY**

that \$1,500,000 be distributed or whether the distribution through a system of credits and payments of \$810,000 by the company was proper.

Ohio State Assets 20 Million

Assets of the Ohio State Life now exceed \$20,000,000, according to a report submitted by President Claris Adams at the quarterly meeting of the directors. The gain in insurance in force in the first quarter was the largest in many years. Business in force is now \$96,437,935, the highest in its history.

Insured Life Fund Wound Up

LOS ANGELES—Final disposition of the case of the Insured Life Fund Co. of Los Angeles, which has been pending in the courts for six years, has been made, following a court order fixing ownership of the securities used as a statutory deposit. The company's formal application for a withdrawal of its right to transact insurance business was granted.

New Baltimore Life Company

BALTIMORE—United Mutual Life of America has been incorporated under the laws of Maryland to operate a mutual life insurance society. There is no capital stock. The incorporators of record are T. J. Mettee, Jr., William A. Bradley, William A. Fisher, Jr., and Arthur E. Griffith, all of Baltimore. The company will be located in the Baltimore Trust Building.

Ohio National Promotions

The Ohio National Life has advanced A. A. Johnson and E. C. Edmonds to assistant treasurers. Mr. Johnson has been with the company since 1932 and has been in the investment department the entire period. Mr. Edmonds joined the Ohio National in 1933 as assistant auditor.

Metzger Bond Division Head

Ralph A. Metzger, Cincinnati manager for Harriman, Ripley Co., has been appointed chief of the bond investment division of the Union Central financial department, succeeding the late C. D. Erd. Mr. Metzger has had 17 years of experience in the bond business in Cleveland, Columbus and Cincinnati. He attended the Wharton School of the University of Pennsylvania and Ohio State University. The Union Central's bond investment is in excess of \$100,000,000.

R. H. Smith, head of the claims department of **Unity Mutual Life**, Los Angeles, Chapter 9 company, has been elected secretary.

Since Jan. 1, 1939, the **Protective Life** of Birmingham assets have increased from \$11,273,000 to \$11,400,000.

Union Central's "Gold Rush" Drive

A unique "gold rush" new business production campaign with a 24-karat club has been initiated by the Union Central, continuing from May 8 to June 3. The purpose of the campaign is to secure a maximum number of new qualified prospects who are not policyholders of the company.

In order to qualify, an agent must secure a minimum of 24 karats of credit on the following basis: Prospect A, income \$250 monthly plus, 1/2 karat; prospect B, income \$100 to \$249 monthly, 1/4 karat; for each prospect from whom an application on life insurance plans has been secured during the contest period, 1 karat; for each \$1,000 applications secured on life insurance plans during period of the contest, 1/2 karat; a minimum of 30 qualified prospects and four applications on life insurance plans on different lives will be required. Each agent qualifying will receive a suitable award and 20 special awards will be made for leadership.

Director Weller of the Rhode Island insurance division has appointed J. C. Meister an examiner.

LIFE AGENCY CHANGES

Travelers Transfers Toops to New York

Franklin Toops, Columbus, O., manager of the Travelers, is transferred as acting manager to the 55 John street



FRANKLIN TOOPS

office, New York City. He started with the Travelers in 1920 in Columbus. In 1922 he became assistant manager there and in 1923 was transferred to Louisville as manager. After serving for six years there he was sent to Chicago, returning to Columbus as manager in January, 1937.

W. H. Bridges, formerly manager in Indianapolis, is transferred as assistant manager to Jacksonville, Fla.

Cannon Seattle Supervisor

Lee Cannon has been appointed field supervisor of the Seattle branch office of the Occidental Life. He has been in the insurance business for 12 years, first with the Metropolitan Life, for three years, and then with the John Hancock Mutual for seven years. Recently he has been in the general insurance business.

Prudential's San Francisco Setup

Clifford Henderson, recently appointed manager of the San Francisco ordinary agency of the Prudential, has appointed

T. A. Gallagher and John Fixa assistant managers. C. L. Swanson continues as assistant manager in charge of brokerage business. Mr. Fixa, formerly agency cashier, will also devote his time to brokerage development while Mr. Gallagher, for several years one of the company's most successful personal producers, will supervise special agents.

O'Malley Branch Supervisor

R. T. O'Malley of the north Ohio branch of the Canada Life has been appointed branch supervisor. He joined the company four years ago and qualified for the \$100,000 production club in his first year. Educated at the Case School of Applied Science, he was engaged in the civil engineering and motor transport businesses before taking up life insurance work.

Wyatt Joins Lackey Agency

The American College of Life Underwriters announces the resignation of Dr. B. E. Wyatt, as counselor of the educational advisory department. He decided that his major interest in life insurance lay in the agency field and will associate with the G. E. Lackey agency of the Massachusetts Mutual in Detroit as manager of the college division.

Name Lanham in Baltimore

The Lincoln National Life has appointed Roy H. Lanham general agent for Baltimore and Maryland, with offices in 1015 Baltimore Trust building.

Hampton with Bankers Life

William Hampton has been appointed as agency supervisor in the Longhorn Agency of the Bankers Life of Iowa at Dallas by W. B. Scroggie, manager. Mr. Hampton recently was agency secretary of the Southland Life, and held similar posts with the Gulf States, Trinity Life and Harvester, all of which now are a part of the Southland.

D. Sam Perry Richmond Head

D. Sam Perry has been made branch manager in Richmond, Va., for Acacia Mutual Life. He has been connected with the branch since 1936.

Central of Iowa Names Two

The Central Life of Des Moines has appointed Claude Kunz general agent at Seattle, and George C. Nixon at La Crosse, Wis. Mr. Kunz is new with

Why is this prospecting job so important?

What is the best way for me to go about it?

How can I project a clear picture showing how Life Insurance will function for my prospect and his family?

How to hurdle these and similar Whys, Whats and Hows is told simply, clearly and comprehensively in our Sales Manual—a valuable reservoir of material for salesmen, whether beginners or experienced. Endorsed by General Agents as a valuable aid in training and stimulating men.

Agencies available in Illinois, Iowa, Michigan, Minnesota, Ohio and Wisconsin.

**Life
Accident
Health**



Entering its 30th year of Service

Central Life, but has had a wide background and successful achievement with other companies. Mr. Nixon has had eight years life insurance experience. He has been president of the Appleton (Wis.) Association of Life Underwriters for the past two years.

Scott Takes Yakima Post

C. W. Scott, formerly deputy insurance commissioner of Vermont, has been appointed general agent at Yakima, Wash., by the Oregon Mutual Life.

NEWS BRIEFS

W. A. Foote, Buffalo manager of the Fidelity Mutual Life since 1934, has gone to San Diego, Cal., to open offices there as western representative of John H. Wells, Inc., New York City marine brokers.

P. L. Cochran, Spokane, Wash., manager Mutual Life of New York, announces promotion of L. T. Bostwick from field representative to agency organizer. Virgil Wade, former organizer, will work out of the Seattle agency.

Cliff Blackburn, general agent Pacific Mutual Life in Tennessee, has appointed Walter Berwick agency supervisor in charge of induction and training. He has been engaged in life insurance sales development work for 15 years. He

will devote most of his time to the Memphis territory.

W. F. G. Adams has been appointed London, Ont., manager of the Manufacturers Life to succeed W. J. Gray, resigned. He has been at the head office since 1931.

Great American Life of San Antonio is now giving attention to the development of business in Oklahoma. H. B. Grant has been appointed Oklahoma state manager and George F. Mason assistant manager.

Herman Rampmeier, for 16 years with the Travelers in St. Paul, has solved the problem of how to best handle his business in St. Paul, Minneapolis and the district between the two cities. He has opened offices at 203 Buetow building in the Midway section, from which he can cover both cities more easily than from the main St. Paul office. He is past president of the St. Paul Life Underwriters.

Bernard Kress has become district agent of the Reliance Life at Jasper, Ind.

William Strauss, Houston, Tex., general agent of the General American Life, has taken his son, William Strauss, Jr., into the firm.

J. M. Allen has been made district agent of the General American Life at Decatur, Ill., with offices in the Standard building.

J. J. A. Greene, previously cashier of the Dayton, O., branch of the Canada Life, has resigned to take up field work through that branch.

Rev. C. A. Hoy, pastor of the East Side Baptist Church at Evansville, Ind., for several years, has resigned to become district manager of the State Farm companies in Evansville.

Carl E. Shields has been appointed general agent of the Girard Life with headquarters at 117 East Dimons street, Butler, Pa. He has been in the insurance business for a number of years.

SALES MEETS

Columbian National Life's Philadelphia Luncheon

In honor of the success enjoyed by the Cooper agency of the Columbian National Life in Philadelphia, General Agent W. R. Cooper entertained a large party of friends and associates.

Present at the speakers' table were: A. A. McFall, vice-president, and W. R. Beardslee, superintendent of agencies from the home office. Among the other guests of Mr. Cooper were: R. C. Hendrickson, president New Jersey state senate; N. T. Hayes, vice-president Philadelphia National Bank; W. R. K. Mitchell, vice-president Provident Trust Company; Dr. T. D. Cuttle, medical referee Columbian National Life; D. V. Aitkin, Bridgeton, N. J., former assemblyman; C. J. McCarthy, district agent; R. S. Britton, general agent; R. H. Bird and F. B. McKeogh, special agents, and F. W. Floyd, associate general agent Columbian National Life.

The Cooper agency is having the best year in its history as indicated by the fact that production of both new life and accident business the first four months is substantially ahead of the plans established.

Meet at Palm Beach in January

The Bankers Life of Iowa will hold the meeting of its President's Premier Club, top honor group, Jan. 18-20, 1940, at the Palm Beach Biltmore, Palm Beach, Fla.

Million's Gathering Held

The southern Indiana's Northwestern Mutual agency held its spring meeting at Terre Haute this week with B. A. Million of Evansville, general agent, in charge. The agency has attained 101 percent of the 1939 quota of paid business for the first four months. On the afternoon and evening of May 4, there was a meeting of the district agents of southern Indiana coming from Co-

lumbus, New Albany, Terre Haute, Vincennes, Bloomington and Evansville. Clyde F. Duke, district agent at Terre Haute, was the convention host. The home office was represented by L. J. Evans, assistant director of agencies.

American National Convention

W. W. Woodward, chairman Texas board of insurance commissioners, will be the principal speaker at the joint agency convention of the industrial and ordinary departments of the American National at the home office in Galveston, May 11-13. Others on the program are Clark W. Thompson, public relations counsel; W. L. Moody, III, executive vice-president; K. C. Brice, St. Louis, agency organizer industrial department, and Will H. Ford, general agent ordinary department, at Oklahoma City. The ordinary department will hold its meeting the first day for sales discussions and its business meeting the third morning.

Vermillion Agency Meets

The annual convention of the Milwaukee agency of the Mutual Life of New York was held. Gifford Vermillion, manager, reported that the Milwaukee agency last year ranked eighth in the company. Honor was paid Guy Dana, a member of the agency force, who was third in the entire company last year in the conservation of business. Home office officials and leading producers spoke on various phases of selling.

Equitable of Ia. Maryland Rally

Agents of the Equitable Life of Iowa in Maryland attended a meeting in Baltimore and heard addresses by Ray E. Fuller, superintendent of agencies, and L. T. Miller, manager agency financial section. R. K. G. Rice, Maryland general agent, presided.

Central Life Training School

The Central Life of Iowa will hold its training course in Des Moines June 5-7. All full-time men contracted since Jan. 1 may qualify.

Cash Values Not Taxable

LANSING, MICH.—Cash surrender values of life policies in force in this state are not now taxable as property in Michigan in the opinion of Attorney-General Thomas Read.

An opinion to this effect has been handed Representative Smith of Alma, who is co-sponsor of some bills intended to protect life insurance buyers and beneficiaries, under the proper conditions, from certain debt and tax liens.

"From the standpoint of the policyholder, it has been consistently and uniformly the policy of this state to consider the cash surrender value of a life insurance policy as not property for tax purposes," said the opinion.

Announce St. Louis Trip Winners

President E. H. Mulock of the Central Life of Des Moines has announced the four winners who will be awarded the president's trip to the National Association of Life Underwriters convention in St. Louis. They are E. L. Gifford of Iowa; M. G. Fox, Alfred Korb and the Larson & Larson agency, all of Wisconsin.

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• • •

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Through no fault of his own, this man is forced to seek a new connection, preferably with a Bank or Insurance Company.

This man knows the bond business. He is alert, ambitious, thoroughly trustworthy and reliable, and has an agreeable personality. Married, but needs only moderate starting salary.

This advertisement is placed by his present employer because we know he will more than make good if given an opportunity to prove his ability in the investment department of an Insurance Company or Bank.

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● The Equitable Life of Iowa issues both participating and non-participating life policies; annuity contracts; and "man-sized" life policies for juveniles from date of birth to age 10.

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HOME OFFICE DES MOINES

A. G. Becker & Co. ESTABLISHED 1893

A complete investment service, offering municipal and corporate bonds, short term notes, commercial paper, investment preferred and common stocks. Quotations, trading suggestions and information about securities gladly furnished without obligation.

100 So. La Salle Street, Chicago
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The COLONIAL LIFE INSURANCE COMPANY of AMERICA

A PUBLIC SERVANT SINCE 1897

The Colonial patriot, George Washington, said: "To be prepared for war is the most effectual means of preserving peace," and this suggests to us, "To prepare for death is the most effective means of preserving the family."

OVER 114 MILLION IN FORCE
Home Office—Jersey City, N. J.

**THE
GUARDIAN LIFE
INSURANCE COMPANY
OF AMERICA
NEW YORK CITY**



**A MUTUAL COMPANY
ESTABLISHED 1860**

**OUR AGENTS ARE PROUD
OF THIS**

We have scores of letters from Beneficiaries which say, "Although Mr. Blank carried policies in several companies, yours was the first check to be delivered to us. We are grateful for this very prompt service."



**BANKERS MUTUAL LIFE CO.
FREEPORT, ILLINOIS**

Founded in 1907

AS SEEN FROM CHICAGO

TO OPEN SECOND OFFICE

The National Life of Vermont is canvassing Chicago with the thought of establishing a second agency. It has one successful office in charge of Marc A. Law. Adam E. Littig of Dubuque, Ia., who is agency supervisor for the central west, has been in the city looking over prospects.

CHAILLIE GOES TO NEW YORK

C. Halford Chaillie, office manager for Vice-president V. S. Welch and Manager of Agencies W. L. Gottschall of the Equitable Society in Chicago, has been transferred to the head office in New York where he is assigned to Vice-president Welch, who maintains an office in both cities. Mr. Chaillie is a competent man. He was formerly connected with the Florida agency of S. A. Burgess, agency manager at Jacksonville. Vice-president Welch spent about six weeks in that office following the death of the former agency manager. He was impressed with Mr. Chaillie's ability and drafted him for the Chicago office.

HETTRIC, POLKA SUPERVISORS

W. C. Hettrich and James Polka have been appointed supervisors of the One, LaSalle street office of Northwestern National Life. Chester Pease, educational supervisor, is acting as head of the brokerage department as well. Mr. Hettrich has been with Northwestern National as a producer for several years. In February he stood first in Northwestern National ranks in point of volume of business and applications written. He has qualified for numerous company honors. He was a member of the app-a-week for 80 weeks.

Mr. Polka was for several years a general agent in the office. He is in charge of the west suburban unit.

GOLDMAN IN TOP PLACE

The LaSalle ordinary agency, Chicago, Prudential, the manager of which is A. Van Goldman, during the first quarter led the entire ordinary agencies division in respect to both new paid for business and net increase. This is the first time in Prudential history that other than a New York agency has held this first place position for so long a period. Mr. Goldman has just returned from the home office conference at Newark.

BIG DRIVE FOR LIFE BROKERAGE

Brokers and agents doing chiefly a fire and casualty business in Chicago say that during the last 90 days they never have been pressed so hard by life companies for business. Many offices are soliciting brokerage and are making an intensive canvass of all insurance salesmen writing fire and casualty lines. Special brokerage supervisors are put on the job and they are beating the brush.

HEARING ON WEBER BILL

There will be a hearing by the subcommittee of the Illinois house, May 5, in the Cook County Board rooms in Chicago at 2 p. m. to discuss house bill 326, known as the Weber measure, providing no legal reserve life company can receive a certificate of authority unless it has 500 bona fide applications for life insurance aggregating at least \$250,000 and a surplus of \$25,000 or unless it has 250 such applications aggregating at least \$125,000 and a surplus of \$50,000. The committee, it is reported, has important amendments it is considering. Representative Robert Woodward of Chicago is chairman.

This applies to assessment companies. The insurance department believes that the requirements for organizing a company of this kind are inadequate. Some of these companies, the department declares, do not put up sufficient reserves. Those that are authorized to write health and accident insurance are push-

ing that branch energetically and some are writing hospitalization policies.

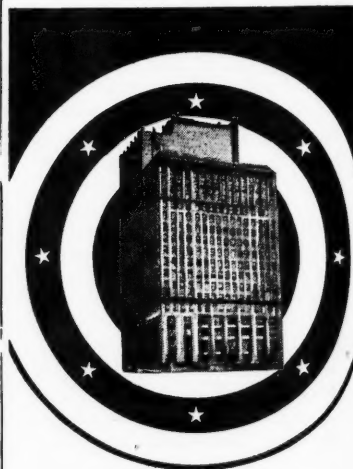
A few of the mutual benefits have reorganized under the assessment life act, the tendency being either to reorganize or form combinations. Some of the mutual benefit concerns while technically complying with the legal requirements are said to be in unsatisfactory shape financially.

INSURANCE ACCOUNTANTS COMBINE

The office of S. Alexander Bell, certified public accountant specializing in insurance work, and that of Baumann, Finney & Co., also certified public accountants, have been consolidated, they now being located at 208 South La Salle street, Chicago. During the past six months, S. Alexander Bell & Co. has had a working arrangement with Baumann, Finney & Co., with reference to tabulating service. The relationship proved pleasant and the consolidation was decided upon. Messrs. Baumann & Finney have been for a number of years connected with the school of commerce of Northwestern University and Mr. Bell was formerly associated with them. The facilities of the consolidated organization are such that even more prompt service can be rendered.

FOWLER'S GOLDEN JUBILEE

Edgar C. Fowler, general agent of the New England Mutual in Chicago, who rounded out 50 years of life insurance service and whose experience during the half century has been notable, celebrated his golden jubilee at a banquet last week, the home office being represented by President G. W. Smith and Vice-president G. L. Hunt. Mr. Smith sat at Mr. Fowler's right at the banquet and spoke for the head office. He had



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producers**

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INSURANCE COMPANY
of Illinois**

ALFRED MacARTHUR, PRESIDENT
211 WEST WACKER DRIVE, CHICAGO

LEGAL RESERVE FRATERNALS

Many Committees in Charge of Event

An elaborate committee setup has been perfected to handle the many details of the International Fraternal Week celebration in Detroit next August. There are 13 committees with 138 members. The chairmen are: Program and publicity, J. B. Baker; ground and decorations, Forrest E. Wiswell; drill teams, Harriet Williamson; banquet and ladies day, Ethel V. Hayford; music and chorus, Louisa Minor; prizes and souvenirs, Maybel Stanler; Mardi Gras, W. E. Swan; registration, E. J. McLean; junior activities, Mabel Clare Ladd; information and hotels, John G. Kirsch; transportation, J. F. Lewandowsky; entertainment, Fred J. Buerger; and reception, C. L. Biggs, National Fraternal Congress president and recorder of the Maccabees. R. M. Norrington, field director Gleaner Life, is general chairman.

Idea Has Greatly Expanded

The scope of the celebration has grown like a snow ball rolling down hill. Originally there was a seven man committee named in December when the N. F. C. executive committee began planning for the Detroit annual meeting. President Biggs envisioned a great gathering of fraternalists and the committee grew until it represented 16 societies of the Michigan Fraternal Congress. Governor Fitzgerald of Michigan then issued a proclamation designating May 8-14 as Fraternal Week. The International Fraternal Week will be an added attraction, culminating at a celebration Aug. 14 during the Michigan state fair.

Woman's Benefit Convention Held in Washington

The Woman's Benefit held its quadrennial Washington state convention in Seattle for two days, Mrs. Kathryn Bowen, state field director, presiding. Mrs. Bina West Miller, Woman's Benefit president, was guest of honor at a jubilee banquet and Mrs. Fanny Ross toastmistress. Mayor Langlie of Seattle spoke the second day, as did C. M. Burns, president Washington State Fraternal Congress.

Mrs. Bowen was elected to represent the society at the supreme review in New York, with Mrs. Lydia Baird, Tacoma, as second representative, and Mrs. Pearl Phillips, Spokane, and Mrs. Elsie DeLano, of Buckley, as alternates. Commissioner W. A. Sullivan of Washington was a speaker, as was C. D. Robinson, fraternal supervisor of Washington and secretary of the state congress. J. F. Fogarty, A. O. U. W. of Washington, gave a talk.

Fraternal Record in Nebraska

The fraternalists wrote in Nebraska last year \$10,621,624, lapsed \$12,419,230 and have in force \$100,132,552. The leaders or those writing over \$400,000 in new business, were the Aid Association for Lutherans, \$662,518; Degree of Honor Protective, \$457,000; Modern Woodmen, \$2,831,840 adult, and \$132,500 juvenile; Royal Neighbors, \$652,470 adult, and \$317,805 juvenile; United Commercial Travelers of Columbus, O., \$2,930,000.

R. F. Allen Now General Counsel

Richard F. Allen has been elected general counsel of Standard Life of Lawrence, Kan. For some time the office of national president and that of general counsel has been combined with George R. Allen holding both positions. George R. Allen has now resigned as general counsel. Richard Allen has been assistant counsel of Standard Life since 1928. He is secretary of the law section of the National Fraternal Congress and

secretary of the Fraternal Society Law Association.

Royal League Moves Office

The Royal League of Chicago has moved into larger, ultra modern offices in 309 West Jackson boulevard. A house warming will be held May 8. There will be souvenirs for all guests and a special prize for any of the field staff who bring in a new adult or junior member on that date, one prize for each app. The Royal League, founded in 1883, is headed by W. F. Traub. The annual meeting will be held in Chicago June 13-15.

Iowa Fraternal Law Liberalized

The Iowa legislature, which has now adjourned, passed a bill permitting fraternalists to issue non-medical policies up to \$2,000. The same bill abolishes the restricted class of beneficiaries that has heretofore prevailed. Fraternal societies and insurance groups other than life are permitted, under the terms of another measure that was passed, to make the same investments that are allowed to life companies.

Dr. Neill Named Missouri Head

SEDALIA, MO.—The state convention of Woodmen of the World elected as officers: Head counsel, Dr. S. T. Neill, Clinton; clerk, E. L. Zoellig, Sedalia; escort, B. Weck, St. Louis; sentry, Morris Stern, St. Louis; auditor, John Mahews, St. Louis; members of legislative committee, Edward Kisseling and A. E. Hughes, St. Louis.

Holds Director Must Be Confirmed

LINCOLN, NEB. — John L. Riddell, assistant attorney-general and special counsel for the legislative investigating committee, holds that as the insurance director is head of an executive depart-

ment, his appointment must be submitted to the legislature by the governor for confirmation. This was news to the governor and to the legislature.

The department was created as a separate bureau some six years ago, but none of the appointments as director since then have been submitted to the legislature nor has it demanded that this be done. Director Smrha was appointed in August, 1935, and this is the second legislative session to pass without the question being raised.

Omaha Company Answers Policyholders' Action

Mutual Benefit Health & Accident has filed an answer to the court action brought by two policyholders of Lincoln, Neb., which seeks to have the surplus of the company distributed to policyholders and makes certain complaints. The company's answer states that if it were forced to distribute surplus, the company would be forced into dissolution. Mutual Benefit H. & A. now possesses about \$1,500,000 margin above liabilities, according to the answer.

Mutual Benefit H. & A. denies the allegation that the stock of the affiliated United Benefit Life is largely owned by the family of President Criss of Mutual Benefit. As a matter of fact, according to the answer, the stock is extensively owned by the agents of the United Benefit and the way the stock is owned is an asset to the association, according to the answer.

In answer to the charge that the officers of Mutual Benefit H. & A. receive excessive salaries, the answer states that these officers developed Mutual Benefit H. & A. from small beginnings to its present extensive proportions. These salaries were legally authorized, according to the answer, at annual meetings of the association where the required number of policyholders were represented.

**SERVICE
SINCE
1883**

To Millions of American People

FIFTY-SIX years ago, a small group of men formed an organization under the name of MODERN WOODMEN of AMERICA, for social and fraternal co-operation and for the financial security of their dependents. Since that time this organization has developed into one of the foremost fraternal life insurance institutions in the country.

Since organization this Society has paid benefits aggregating over \$600,000,000.00, and now has approximately \$600,000,000.00 insurance in force. Its assets have more than doubled in the past six years, now amounting to more than \$75,000,000.00. Forms of contracts now issued provide life insurance for men, women and children, on a legal reserve basis. Experience and performance qualify this Society to prescribe life insurance programs to satisfy present day needs.

HEAD OFFICE: ROCK ISLAND, ILL.

**MODERN
WOODMEN OF
AMERICA**

May 5, 1939

written to some of Mr. Fowler's early friends in Hartford, where he resided, and also got an expression from one of his associates of the State Mutual where he was superintendent of agents. These were illuminating, humorous and colorful. E. W. Allen, New York City, represented the general agents and Wilson Williams, New Orleans general agent, represented the "Old Guard," presenting Mr. Fowler with an 8-day Seth Thomas mantel clock. The "Old Guard" is headed by A. L. Saltzstein, who has been general agent for over 40 years. In addition to Mr. Saltzstein and Mr. Williams, the other members are E. W. Allen, New York City; Horace Mecklen, Portland, Ore.; R. J. Guinn, Atlanta; Henry T. Thomas, Louisville; F. A. Savage, Baltimore; A. C. Utter, Detroit. Mr. Smith stated that life insurance is a peculiarly human business and Mr. Fowler has closely tied himself up to it. He said that Mr. Fowler had endeavored to understand the problems of those in the business. The signatures of the "Old Guard" were placed on the silver base, one of them being Frank T. Cartledge, retired vice-president at the home office, who recently died. Mr. Fowler referred to the "Old Guard" as the "Nine Old Men."

Presented with Silver Plaque

M. M. Strader, who was cashier of the office when Mr. Fowler took charge and is now an agent, being the oldest employe in point of service, spoke for the Fowler organization and presented him with a silver plaque containing the signatures of some of his friends at the home office, some of the general agents and all of the employes and agents. As of April 1, the Fowler agency had \$55,000,000 insurance in force with 12,000 policyholders.

Mrs. Fowler was present and sat next to President Smith. The two Fowler daughters, Janet Fowler Nelson of New York City, and Nancy Fowler Wagner of Des Plaines, Ill., were present as was also Mr. Fowler's sister, Janet Fowler Nelson, her husband, Clarence E. Nelson, and Leslie Wagner, husband of Nancy, displayed some interesting old time pictures of Mr. Fowler on a screen and there was a continuous dialogue going on among the three, dealing with some of the highlights in Mr. Fowler's career.

The other three Chicago general agents were present with their wives, Julius H. Meyer, E. B. Thurman and H. G. Swanson, the latter being accompanied by his bride.

During the course of the evening Mr. Fowler, who presided, spoke feelingly of his associations with the company. He paid high tribute to President Smith and the company as an institution. The entire affair was in keeping with Mr. Fowler's personality and fine taste.

Farewell for J. H. Rowe

Before leaving to assume his new duties as Bankers Life of Iowa's Portland agency manager May 1, J. H. Rowe was feted by members of the Chicago agency, in which he has long been a leader, at a banquet in the Union League Club. He was given a silver vase, as well as the good wishes of agency members.

Banquet Michigan Commissioner

LANSING, MICH.—Several Michigan carriers of all classes joined in banqueting Commissioner Emery and members of the senate and house insurance committees. W. E. Robb, secretary Citizens Mutual Automobile, Howell, presided. Col. S. D. Pepper, counsel for Michigan Life, Detroit, introduced the commissioner.

THE WOMEN'S BENEFIT ASSOCIATION

Founded 1892

A Legal Reserve Fraternal Benefit Society

Bina West Miller
Supreme President

Frances D. Partridge
Supreme Secretary

Port Huron, Michigan



**The New
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of the
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ASSOCIATION
of LIFE
UNDERWRITERS**

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NEWS OF LIFE ASSOCIATIONS

Paul Rice Elected by Pennsylvanians

HARRISBURG, PA.—Approximately 500 life agents attended the 1939 sales congress sponsored by the Pennsylvania Association of Life Underwriters here. Three speakers were on the program arranged by George Wage, Harrisburg, Ohio National Life, congress chairman.



Paul B. Rice

On the eve of the congress the Pennsylvania association met for election of officers and named Paul B. Rice, general agent of Equitable of Iowa, Harrisburg, president, succeeding Steacy E. Webster, Provident Mutual general agent at Pittsburgh.

Alfred B. Levy, Equitable Society manager at Philadelphia; Frank C. Wigginton, Bankers Life general agent at Pittsburgh, and Guy A. Smith, Metropolitan manager at Wilkes-Barre, were elected vice-presidents, while Russell B. Kirby, Reliance general agent, Allentown, was reelected secretary-treasurer, and Charles A. Merz, Philadelphia, was renamed assistant secretary. Irvin Bendiner, Philadelphia attorney, was retained as counsel.

Prestige Up to Individual

At the congress Holgar J. Johnson, Pittsburgh, National association president, asserted that the building of general recognition and prestige for the insurance business rests with each individual underwriter and is his own problem.

Speaking on "Courage," A. E. N. Gray, assistant secretary Prudential, said it takes a man not afraid of new ideas to make a successful insurance salesman. Some salesmen are afraid to try new ideas because they might not work out, Mr. Gray said, while other successful agents try new ideas because they might be workable. Successful salesmen, he said, learn to overcome "don't want" habits and master the jobs that failures don't want to do.

Stanley E. Martin, Columbus, O., general agent of State Mutual, and member of the Million Dollar Round Table, said that the chief difficulty in selling insurance is to have the prospect understand what he is buying. When a prospect understands insurance he is sold to the limit of his ability to pay for the policies, Mr. Martin declared.

A skit was presented on how an insurance salesman should not work by Buck and Travis, of the Pittsburgh agency of Bankers Life, giving the agents many hearty laughs. The talk of Senator Robert A. Taft delivered in Philadelphia the day before, was presented as a recording to the congress.

Saturday morning the Managers & General Agents Association and the Harrisburg Association of Life Underwriters tendered a breakfast to the new and retiring officers of the state association.

Speakers Are Announced for Texas State Meeting

Speakers at the annual convention of the Texas Association of Life Underwriters at San Angelo June 1-3 include Holgar J. Johnson, national president; Walter Woodward, new life insurance commissioner of Texas; E. B. Thurman, Chicago general agent New England Mutual, and E. B. Stevenson, vice-president National Life & Accident.

R. M. White, Jefferson Standard, Dallas, is chairman of the managers' and

general agents' section, which meets the first day, and John Costello, Southwestern Life, Dallas, is chairman of the Texas Leaders Round Table. Production certificates will be awarded to leading agents.

Illinois Holds Annual Meet, Congress This Week

At the annual meeting of the Illinois Association of Life Underwriters at Joliet, May 5-6, B. J. Stumm, Aurora general agent of the Northwestern Mutual Life, who is now vice-president, is scheduled to be elected president to succeed Philip B. Hobbs, Equitable Society manager in Chicago, who now heads the state association. Tom Lauer, Joliet agent for the Northwestern Mutual Life, is in charge of arrangements for the meeting. The managers meeting, association business meeting and election of officers will be held Friday afternoon followed by a dinner at the Hotel Louis Joliet and the sales congress will be held all day Saturday at the Elks Club. All sessions will start on daylight saving time. The complete program follows:



Tom Lauer



B. J. Stumm

FRIDAY AFTERNOON, MAY 5 (2 p.m.)
Opening—Joseph A. Ley, president Joliet Association of Life Underwriters.
Introductory remarks—Philip B. Hobbs, president Illinois Association of Life Underwriters.
"Training Schools"—J. Hawley Wilson, Oklahoma City, general agent Massachusetts Mutual Life.
"Information Please."
Business Session.
Dinner.

SATURDAY MORNING, May 6 (9:30a.m.)
Call to Order—Mr. Hobbs.
"Public Relations and the New Era of Selling"—Gale J. Johnston, division sales manager Metropolitan Life group department, St. Louis.
"How to Overcome Current Sales Resistance"—Harry T. Wright, secretary National association and associate manager Equitable Society in Chicago.
"What's in a Policy?" Earl M. Schwemm, Chicago manager Great-West Life.

SATURDAY AFTERNOON (1:30)
Call to Order—President Hobbs.
Report of association activities.
Introduction of new officers, directors and special guests.
Playlet—"Clinical Cure for Diseases of Life Underwriters," by Chicago Business-Getter Clinic—D. Miley Phipps, Northwestern Mutual Life, chairman; Harry G. Walter, Penn Mutual Life, and Walter N. Hiller, Penn Mutual Life, authors and producers.
Remarks by Roy L. Davis, assistant insurance director of Illinois.
"Why I Am in the Life Insurance Business," E. L. Carson, Wisconsin manager Equitable Society.

Bequest Insurance Valuable

CHATTANOOGA, TENN.—Colleges, schools, hospitals, libraries and other philanthropic institutions are turning more and more to life insurance for raising funds rather than by periodic drives. Dr. A. M. Palmer, president University of Chattanooga, told the Chattanooga Association of Life Underwriters.

Speaking on "Bequest Insurance," Dr. Palmer said its advantage is that it required only a small annual outlay for an individual and that within certain limits

(CONTINUED ON LAST PAGE)

Sales Ideas and Suggestions

Human Factor Elements in Selling Are Stressed

ALEXANDRIA, LA.—Approximately 100 attended the first sales congress sponsored by the Louisiana State Association of Life Underwriters here. The New Orleans association for many years has conducted a one-day sales congress but this is the first time that a congress has been arranged especially for the up-state underwriters. It was in charge of L. E. Throgmorton, of Shreveport, president state association.

Speakers included John A. Bumstead, New Orleans, Louisiana state manager Equitable Society, on "It's the Little Things that Count"; J. R. Watson, Penn Mutual, Shreveport, "Insurance and the Right Viewpoint Toward Your Job"; John C. Leissler, Jr., "Southwest Insurance," Dallas, "Retirement Income versus Social Security"; E. A. Krueger, manager field service State Life of Indiana, "The Human Equation in Life Underwriting"; and John A. Witherspoon, Nashville, general agent John Hancock Mutual Life and chairman of the membership committee of the National association, on "Motivation."

It was voted to make the event an annual affair and there was some talk about making the permanent location Alexandria because of its central location.

Sentiment Is Factor

"We buy most material things from the salesman who can convince us that he has the best value and price and quality often overcome our natural impulse to buy from friends. However, sentiment yields a much greater influence in making sales of life insurance," said Mr. Bumstead. "By and large, good insurance companies have practically the same rates, values and benefits and almost identical contracts for the premium paid," he said. "Therefore a stranger, even though he may convince a prospect that he needs more life insurance, often loses the sale. The prospect will remember a friend and give him the business, largely because of sentiment born of friendship, due not to superior knowledge of insurance or a better contract or better service, but because of something that the agent has done in the past."

Mr. Krueger said the "Human Equation in Life Underwriting" is RP plus RI plus RS equals SS. This means the right prospect plus the right idea plus the right salesman equals a satisfactory sale. By combining these factors with the human element, we get a really fine job done."

Contacts prior to the sale are important, said Mr. Krueger. A recent survey showed that for sales of less than \$2,500 the agent had known the prospect on an average less than one year, and for more than \$2,500, had known the prospect for more than two years.

He argued for "high pressure selling" but declared that he meant "high pressure" on the part of the agent in keeping himself keyed up to present his arguments in a forceful and persuasive manner. "The best underwriter is the one who is strong enough to get the prospect to decide now and thus get the program into effect," he said. "The salesman must not deflate the prospect but strive to inflate him."

Mr. Watson declared that the salesman must have a sense of responsibility and must develop self discipline. It is a fallacy to believe that to write big cases an agent must have a great amount of knowledge about life insurance. How-

ever, the agent must have an understanding of life's needs, he said.

Mr. Witherspoon declared that many life underwriters shy away from motivating stories in their selling, although they can be the most effective part of the life insurance presentation. He warned that motivating stories cannot be told as an act but must come sincerely from the heart of the agent. Quoting of statistics has sold just a small part of the billions of life insurance now in force," he said. "It is the love of a man for a woman or a child that has sold most of it."

He declared that no man wants to lose the prestige that he has built with his family and that homely little stories properly told will show him how he can not only maintain but build up that pres-

tige through life insurance. He declared that at the present time there are 1,952 convicts in the Tennessee penitentiary but of this number only one is a college graduate, and only five are high school graduates. "Education is the answer and we can sell education," he said.

He declared that life underwriters had become thoroughly steamed up in December over changes that will not affect over 10 percent of the policyholders, but that economic changes are being made every day on which sale of life insurance can be made.

"We represent the only product that will take fear out of men's hearts on a guaranteed contractual basis," he said.

Mr. Leissler compared the benefits under the federal social security program with those of life insurance to show that the citizens of the nation would get considerably more if the funds now being paid and that are to be paid under the present federal social act were allowed to be spent through private carriers. He particularly criticized the mandatory and inflexible features of the governmental program.

Big Assured Turns Tables on the Life Agents

A genial, witty but incisive million dollar policyholder turned the tables on more than 800 life underwriters who attended the "Parade of Stars" sales congress of the Chicago Association of Life Underwriters by asking them how much insurance they carried.

Furthermore, he told them to buy more insurance or get out of the business and challenged each of them to take out at least a \$2,000 policy.

"If only 500 of you did this, it would create \$1,000,000 of new business," he declared. "In addition, it would give you a new feeling of what life insurance can do for you and others. Too many of you who sell or try to sell life insurance do not carry enough yourselves. If you do this I will come back and help you to sell \$2,000,000 of life insurance."

Many Agreed to Buy

These remarks were received so enthusiastically that the speaker was made to talk longer than he intended but at the conclusion of his address the group rose to its feet and gave him a rousing ovation. Many agents rushed up to the rostrum to congratulate the speaker and to inform him that they intended to take out more insurance.

The speaker who gave the challenge was Charles T. Davies, retired hosiery manufacturer of Wyomissing, Pa., who not only possesses \$1,000,000 of paid up life insurance but has the hobby of helping agents to sell without accepting any remuneration for his services. In the past nine years he has aided in selling more than \$1,000,000 of insurance.

Mr. Davies was one of six speakers who made the sales congress one of the high spots of the year's activities.

Other speakers were P. L. Rohrer, psychologist of the criminal court behavior clinic, Cook county, Ill.; J. Hawley Wilson, Massachusetts Mutual, Peoria; Isaac Kibrick, New York Life, Boston; M. L. Williams, Provident Mutual, and Irvin Bendiner, New York Life, both of Philadelphia.

These speakers, while presenting messages of an inspirational nature, turned the full force of their sarcasm on the complicated mechanisms employed by many salesmen, agents and companies to sell insurance. All these talks were well received by the group.

Presiding at various times were C. B.

Stumes, Penn Mutual, president; John D. Moynahan, Metropolitan, and L. Mortimer Buckley, Provident Mutual.

M. A. Law, National Life of Vermont; D. Miley Phipps, Northwestern Mutual; H. A. Zischke, Union Central, and George Huth, Provident Mutual, were selected for the nominating committee.

A feature was the presentation of 100 percent membership awards to the following Chicago agencies: A. E. McKeough, Ohio National; F. P. Clish, John Hancock Mutual; Gerald Oppenheim, Metropolitan Life; O. P. Kernodle, Phoenix Mutual; J. L. Caffrey, John Hancock Mutual; R. J. Weise, Northwestern National; L. S. Broadus, Guardian Life, and E. S. Albritton, Provident Mutual.

J. H. Brennan, Fidelity Mutual Life, announced that the local membership totaled 1,860, and asked that 79 new members be added between then and the National convention, that a total of 1939 for the year could be reported.

Leo Terry, well known Chicago organizer, kept the audience pepped up throughout the day with his songfests and organ selections.

Comparison With "Safe" Bonds

Highlights of Mr. Davies' talk included his story of the purchase of a \$500,000 single premium life policy and his comparison of its value with "safe" securities which financial experts had advised him to buy. He purchased the policy in 1928.

In 1932 the "safe" securities had a value of \$53,310 (Dec. 14) and the policy had a guaranteed cash value of \$311,000. In 1938 these same securities were valued at \$102,908 and the guaranteed cash value of the policy was \$382,000.

Warning that psychological test interpretation is only as good as the person who does the interpreting, Mr. Rohrer gave the ability to make rapid adjustments to major difficulties, a high degree of imagination, ability as a public speaker, a strong sense of humor, an enriched vocabulary, and living in a friendly world as common characteristics of successful salesmen.

"Don't get the idea that a life insurance salesman is a type," he warned. "And stop trying to find a formula for success."

Mr. Bendiner militantly advocated the restoration of simplicity to selling, de-

claring that so many complex mechanisms have been introduced that the fundamentals of why life insurance is bought have been overlooked by many. He said there is plenty of need for clear thinking on problems which life insurance can solve.

"If you are using methods which are successful, stick to them," he advised. "Above all, be consistent and relevant in your presentation."

Discuss Amount of Cash Needed to Settle Estate

LOS ANGELES—The Los Angeles C. L. U. chapter devoted its entire meeting to a round table discussion of the question: "When we program the insurance of a client who has a general estate of from \$5,000 to \$50,000 how should we identify and provide for the probable amount of cash necessary to settle his estate?"

The discussion brought out that fees for attorneys and administrators on the smaller estate would total \$3,000 or more, that it would be necessary to have a cleanup fund of from \$7,500 to \$10,000 to settle the estate, depending on the size, and that there were almost as many opinions of how the problem should be solved as there were speakers.

It was brought out that the agent needs to ascertain if conservation of the estate is worth while before going ahead. On the amount necessary properly to care for the problem, opinion varied from \$15,000 in cash to provide for a \$50,000 estate to a general proposition of 10 percent being adequate. Opinions also differed as to whether the sum should be paid into the estate, or to a beneficiary, and whether it should be income or cash settlement. One thing brought out clearly was that shrinkage of the estate would run as high as 29 percent. Another point was that whatever was decided on, it should not be tied down too tightly, but should have some flexibility.

Best Public Relations Men Are Agents, Bixby Says

KANSAS CITY—While much is said in life insurance about the need for a public relations bureau, the institution has the greatest public relations organization ever created—its agency force—W. E. Bixby, president Kansas City Life, told 26 general agents, managers, and supervisors at a three-day middle western conference here. Much criticism of the business is chargeable against poor selection of agents, he said. Since they are public relations men they should be chosen to do the job successfully.

"When you make a contract with a man to sell life insurance, you are making a contract with a man to handle public relations for the institution of life insurance, your company, and your agency in the territory in which he is to operate. If he is unsuccessful in his job of selling life insurance, can you believe that his contacts with the public will create respect and admiration for his agency and his company? I know from experience that often the strength of a company is based on the fact that a good man represents that company." A dinner wound up the meeting. The purpose was to set up a five-year study plan. Subjects discussed included recruiting new men, selection, cost of securing and training new agents' finances, and planning general agents' and managers' work for 1939. O. Sam Cummings, Texas manager, conducted the conference. He will conduct a similar conference for the Pacific Coast and Mountain area at San Francisco, May 25-27, and one for those in the East at Cincinnati, June 22-24.

ASSOCIATIONS

(CONTINUED FROM PAGE 18)

premium payments can be deducted from the federal income tax.

Dr. Palmer several years ago made a study of this subject for a group of colleges and universities and a plan he drew up has been given wide use. Princeton University, he said, now has some 5,000 alumni participating, with benefits that run annually from \$150,000 to \$175,000.

B. H. Odom reported on the state sales congress in Nashville.

A recording of the address by Senator Taft of Ohio in Philadelphia was heard.

Fort Worth, Tex.—H. D. Mouzon, Jr., manager Amicable Life, has been elected president; N. S. Longabaugh, Manhattan Life, vice-president, and G. C. Anders, United Benefit Life, secretary-treasurer.

Southwest Virginia—An association embracing agents at Pulaski, Galax, Wytheville, Marion and Radford was formed in Pulaski. J. H. Grogan, manager Metropolitan, Pulaski, is president; B. P. Gloseclose, Pulaski, secretary-treasurer. Directors are: W. S. Poage, Wytheville; E. K. Uhler, Radford; J. C. Montgomery, Pulaski. Organization will be completed at meeting May 10 at Pulaski. L. I. Held, Richmond, president, Virginia association; E. B. Felty, president Lynchburg association, and E. D. Colhoun, past president Roanoke association, assisted in organization.

Peoria, Ill.—Some sixty-five members in the Peoria association expressed their esteem for J. Hawley Wilson, who is leaving here to become general agent of the Massachusetts Mutual in Oklahoma City.

Lester O. Schriver, Peoria general agent Aetna Life, was principal speaker.

Chester T. Wardwell, general agent, Connecticut Mutual, was chairman of the dinner, and Roy E. Davis, Aetna Life, presided.

Washington State—About 500 are expected to attend the sales congress at

Yakima May 19. Featured speakers will be Holgar J. Johnson, Pittsburgh, National president, and Grant Taggart, Cowley, Wyo.

St. Paul—Rev. D. G. L. Henning of Christ Episcopal Church, St. Paul, characterized guaranteed social security as ill advised and dangerous. "We will never regain prosperity until we regain faith and a sense of personal responsibility," he said.

Preceding his talk, a recording of the 50th anniversary address in Philadelphia by Senator Taft of Ohio was heard.

Mississippi Coast—E. A. Lang was elected president at a meeting at Pass Christian. Raymond Butler, Gulfport, was named vice president; Miss Laura Rankin, Gulfport, secretary-treasurer. The state convention will be held in Gulfport, May 22-23.

Asbury Park, N. J.—John Elliott, Newark, general agent Penn Mutual Life, addressed the Monmouth County association, recently organized.

Northern New Jersey—Ralph Lum, attorney, will speak at a luncheon meeting May 8. The annual meeting will be held in June.

Wheeling, W. Va.—The Philadelphia speech of Senator Taft was heard electrically transcribed, at a luncheon meeting. J. R. Paisley, national committee-man, reviewed the proceedings of the recent mid-year meeting of the National association.

Hartford—Observance of the 50th anniversary of the National association was inaugurated here by a radio broadcast of Senator Taft's talk in Philadelphia.

South Bend, Ind.—More than 300 attended the northern Indiana sales congress. Speakers were D. H. Colcord, Chicago, on "Sales Craftsmanship"; Dr. P. L. Rohrer, Chicago psychologist, "Psychological Differences Between Successful and Unsuccessful Life Insurance Salesman," and Paul Speicher, Indianapolis, "Service Through Life Insurance." A transcription of Senator Taft's speech was given. William Klusmeier, South Bend, president, had charge and Homer Rogers, Indianapolis, president state association, was a guest.

New Orleans—Most life insurance is sold because some man loves some woman or child, John A. Witherspoon of Nashville said.

Davenport, Ia.—J. J. Hilbe, general agent for Guardian Life, has been nominated for president. The annual meeting will be held in connection with a picnic at Credit Island in June.

Manitowoc, Wis.—Advantages of a funded life insurance estate were em-

Kansas Chief

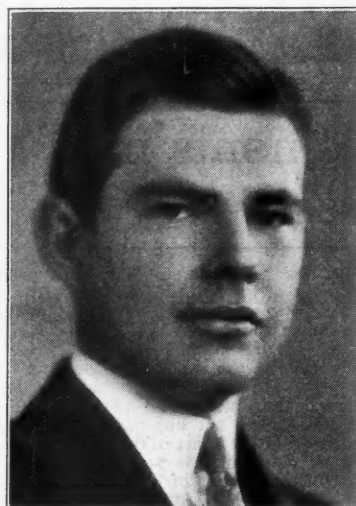
L. R. Porter, general agent Lincoln National Life at Wichita, who has been elected president of the Kansas State Life Underwriters Association, has been with that company since 1930, when he started as an agent in St. Louis. Five years later he was promoted to general agent in Wichita. His first life insurance experience was with the Connecticut

Mutual and dates from 1927.

L. R. PORTER

Mutual and dates from 1927.

Back Home Speaker



L. J. EVANS

L. J. Evans, assistant director of agencies for Northwestern Mutual Life, will be one of the principal speakers at the big sales congress in Davenport, Ia., May 12. Mr. Evans will get a hearty back home reception, as he was born and raised in Davenport and is a graduate of the University of Iowa. He was connected for several years with the old Register Life of Davenport.

phasized by G. Rold Ristad, trust officer of the East Wisconsin Trust Co. Mr. Ristad said a life insurance estate is liquid and if handled by a trust company, it is possible to administer it to the family as the deceased intended before death.

Madison, Wis.—Senator Robert A. Taft's talk to the Philadelphia association was heard over the radio. Speakers here included Miss Helen Thomas, Chicago, Miss Lella Bascom, Mrs. E. V. Seeman and Miss Mary Williams.

Jacksonville, Fla.—Harry Davis of Atlanta spoke on "The Use of Motivating Stories." The association honored "old guard" members at a luncheon in commemoration of the National association's 50th anniversary.

Cincinnati—A nominating committee has been selected to name two tickets for the election June 13. It consists of J. D. Grannis, Penn Mutual; Thomas Miller, Ohio National; E. B. Jackson, Massachusetts Mutual; John Manss, Columbia Life; J. C. McFarland, Ohio State, and C. A. Johannigman, Union Central. The association sent an old timers quartet to the state sales congress at Columbus this week, depicting life insurance men as they operated 50 years ago.

Chicago—C. B. Stumes, president, appointed a nominating committee to prepare a slate for the annual meeting June 15. President H. J. Johnson of the National association will be the guest speaker. The committee is made up of: A. E. McKeough, Ohio National, chairman; D. Miley Phipps, Northwestern Mutual; Marc A. Law, National Life of Vermont; H. A. Zischke, Union Central, and George Huth, Provident Mutual.

Retail Credit Elections

Lewis R. Sams, manager of the northwestern division, has been elected a di-

rector of the Retail Credit Company to fill the unexpired term of the late George A. Bland. Succeeding Mr. Bland as treasurer for the unexpired term is L. S. Brooke, secretary.

Maryland Commissioner Takes Company Position

Wesley S. Hanna, who has served as Maryland insurance commissioner for the past four years, has been elected president of National Underwriting Corporation, which is attorney in fact for the recently formed National Lloyds of Baltimore.

Mr. Hanna was advised some time ago after the Democratic victory in Maryland that he would not be continued in office.

Prior to becoming insurance commissioner four years ago he served as deputy comptroller of Baltimore and was for 16 years at times in complete charge of the complicated municipal financial system.

Much interest has been manifested in insurance circles whether the present deputy commissioner will be retained or whether he also will be superseded. The appointment of a commissioner to succeed Mr. Hanna is expected at any time.

Reverses Beneficiary Change Case

MILWAUKEE—Circuit Judge Kleczka has handed down a decision reversing himself on the interpretation he made nearly a year ago in another case on the meaning of a 1931 amendment to the married women's rights statute. Last May he held that the amendment prohibited anyone from changing the beneficiary of a life policy if that beneficiary was a married woman unless her consent was obtained, even if the policy expressly reserved the right of change to the insured. In another case the court currently held that the law did not prevent such a change.

RECORDS

California-Western States—April production dedicated to Ray P. Cox, vice-president and manager of agencies, was the largest of any single month since 1934 and the best April since 1932. It was a 52 percent increase over April, 1938, and a 34 percent increase over the average of all Aprils in the last seven years. A special program was planned and executed by agency managers under a committee headed by John W. Pearson, San Francisco manager. Leading agency for the month was that of George H. Page, Los Angeles.

Oregon Mutual—Reports the greatest first quarter increase in insurance in force for a decade, \$1,200,000 bringing insurance in force to a new all-time high of \$63,020,250.

Girard Life—The first three months showed a material gain of insurance in force, there being \$539,976, the amount then being \$32,398,267, which means a gain of 16.95 percent. The lapses were \$201,092 less than for the first quarter of 1938. The mortality showed a slight increase, it being 49.93 percent, or 5.75 percent increase.

Phoenix Mutual—Reports 39 percent increase in paid business the first quarter. The March gain was 26 percent. Its insurance in force at the end of three months showed an increase of \$7,250,000, which is about double the increase recorded the first part of 1938.

Reserve Loan Life—Its new paid-for business for the first four months was 35 percent greater than for the corresponding months of 1938. Increase in insurance in force was approximately \$1,600,000 greater. Of the new paid-for business 18 percent, by amount, has been on the family group plan, the average size policy on that form being 60 percent greater than the average size policy on all other forms.



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